

Ep #175: Lessons from 2 Million Dollars in Membership Sales

Full Episode Transcript



With Your Host

Simone Grace Seol

Ep #175: Lessons from 2 Million Dollars in Membership Sales

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. Recently, I noticed something really cool, which is that my membership program, Joyful Marketing, had crossed two million dollars in all-time sales.

And Joyful Marketing has only been in existence for - let's see, we opened it, I created it and we opened doors in November 2020. So is that like, a year and - maybe a year and three months.

So in the first year and three months of its existence, we have crossed over two million dollars in program sales, and I think that's freaking extraordinary. We are just getting started, but I have this awareness of wow, these are extraordinary results.

And the good thing is I know exactly how I created them. So I can share how to do that with you as well. And I think one of the things that I love about the way I approach marketing and selling is that it's so simple.

It's very simple, it's very human, it's fun. And I think I have been able to be so successful because the way I think about things and the way I do things are simple and fun.

And my ADHD brain cannot abide anything that's not simple or fun, and I really think it's a gift to myself that I let things be easy and fun. And I think I have watched it be of tremendous service to all of you when I teach you how to uncomplicate things and how to add fun and joy back into it.

And so here are some really simple - I truly think that the genius is in the simple and the profitability is in the simple. I invite you to think about what I'm about to offer you. I came up with four things that I learned from making two million dollars in program sales in just 15 months.

Ep #175: Lessons from 2 Million Dollars in Membership Sales

And I invite you to think about what if it really was this simple and what if I just stayed committed and constrained to the radical simplicity of what Simone is talking about, and see where it leads me.

So let me talk about the four things I learned from creating two million dollars in program sales in 15 months. The first thing is that when you sell, you're not just selling to the person who's going to buy from you tomorrow or next week, or even next month.

You're also selling to people who are going to want to buy from you in three months, in six months, a year from now. Even two years from now. Somebody's going to start following you today or maybe they started following you a month ago and they are slowly but surely talking themselves into hiring you and they're watching your every move and they're just like, okay, one of these days I'm going to pull the trigger, I'm going to hire that coach.

And maybe that's going to be three months from now, maybe that's going to be eight months from now, maybe that's going to be a year from now. Even two years from now. You just don't know.

This is on my mind because we've had literally hundreds of coaches join Joyful Marketing just in the past month. And they all - in our Facebook group, the culture is that you post introductions of yourself, introducing yourself to the community, and there's been dozens and dozens and dozens of new member introductions in the program and the community.

And it was so funny because literally everyone would say, "I've been following Simone for a year. I've been following Simone for eight months. I've been following Simone for 10 months." There's occasionally the odd the person who says, "I found Simone last week and I knew I just had to buy, or I found Simone two days ago and I knew I had to buy."

But those are the extreme minority. Almost everybody said, "I've been following Simone for a long ass time. I've been listening to her podcast for

Ep #175: Lessons from 2 Million Dollars in Membership Sales

a year. I've been following her on Instagram for nine months." Many, many months, you guys.

And I just thought that was so interesting because y'all know I'm a very, very, very good marketer. So much so that I teach marketing in this top-rated podcast and I make millions of dollars just teaching marketing. That means I'm really, really good at this.

And it still took people 10 months of knowing me to decide to commit to working with me. Think about it. That means in the first month they knew me, they didn't buy me. The second month they knew me, they didn't buy from me.

And trust me, if you follow me on Instagram, or even the podcast, I make offers all the damn time. Especially on Instagram or even in my emails. It's always like, buy this, buy this, you can buy Joyful Marketing, it's the best thing ever, get all these breakthroughs all my clients in Joyful Marketing are having, buy Joyful Marketing.

I'm always asking people to buy Joyful Marketing because it's the greatest thing ever. And these people have been following me, getting all my messages, having their lives transformed by what I teach for free, and then getting my offers to buy Joyful Marketing again and again times a million and they just weren't buying.

Into the fourth month they were following me, they weren't buying. Fifth month they were following me and seeing me make offers, they weren't buying. Sixth month, seventh month, not buying, not buying. Simone's making another offer, I'm going to say no for now.

Not buying, and then in the 12th month, they're like, okay, now it's time. People who are giving me money now have said no to my offers 500 times if they've been following me for a year because I've made 500 offers to them in the past year, if they've been on my list, if they've been following me on Instagram.

Ep #175: Lessons from 2 Million Dollars in Membership Sales

Every time I made an offer, they said no 500 times until they said yes. Think about it. And that's me as this expert, top of the industry marketer. Think about it. So many of you are like, oh, I made three offers and nobody bought and I give up.

So many of you are like, I've been making offers for two months and only one person bought and this is never going to work. Don't think like that. You're always selling to the person who's going to decide to buy in six months, in a year, in two years, unless you stop marketing to them, unless you stop making offers to them, unless you stop serving them before they make up their minds to buy.

Truly ask yourself, how would I show up today if there are multiple people watching me right now, and one person's going to decide to buy tomorrow? And don't get me wrong, there are always people - every once in a while, there are always people who are like, I found you yesterday and this is what I've been looking for my whole life and I just decided to go for it right away.

Those people exist, and those people existed even in my one-on-one coaching days where they would just meet me and they're like, you know what, this just feels right, I've been looking for something like this, let's go, and they didn't need to think about it at all. So that exists.

But once again, that's always a small minority and you can't build a business based on the expectation that everybody's going to be like that. Ask yourself, how would I show up today if there's one person following me today who's going to decide to buy tomorrow?

And then one person who's following me today who's going to decide to buy in a month, and one person who's following me today who's going to buy in six months, and one person who's following me today who's going to tell their friend about me in two months, and that friend is going to buy from me in another eight months.

Ep #175: Lessons from 2 Million Dollars in Membership Sales

How would you show up if you were showing up for all of those people? That means that you're always converting multiple people at the same time and the minute you forget that is the minute you go into, "Oh well, nobody's buying, nobody's paying attention."

And when you believe that thought of nobody's paying attention, nobody wants what I have, you go into this downward spiral of like, not showing up and not making offers. And then the people who would have bought if you would have just kept going, they just go elsewhere because they're like, oh, I really wanted to buy from that person but I guess they're not really offering anymore. And then they go find another coach who is showing up and making offers.

Do you see what I mean? Always keep in mind, always be selling to people who are going to buy six months from now, a year from now. Never stop building those relationships. Never stop serving. Never stop making offers.

Second thing I learned from creating two million dollars in program sales in 15 months is what I realized is that "marketing," what people think of as marketing, enticing people about what you do, telling people about what you do, telling them to buy, that's not what makes people buy.

Helping people is what makes people buy. When people are tangibly helped by you, when people have already had a transformation from following you, when people have gotten results already before they pay you is how they decide to pay you.

All these coaches who are joining Joyful Marketing, they all say the same thing. Nobody just said, "Simone wrote this amazing call to action and that's how I knew I wanted to buy." Nobody says, "Simone just wrote the best email, the best offer, and the sales page converted me."

There are people who say that, but the sales page or the offer or the call to action that I wrote, the way I made the offer, that was just the last - the

Ep #175: Lessons from 2 Million Dollars in Membership Sales

straw that broke the camel's back. It was the last straw. But there was all of this buildup that was the real reason that they bought from me.

It's really interesting that everybody who bought Joyful Marketing says, "Following Simone, listening to her podcast, watching this class that she taught, following her on Instagram, reading her emails changed my life. My business transformed completely as a result of listening to her podcast. My mind was blown so many times following her on Instagram."

Everybody's already - think of it this way. Everybody already got value from me showing up before they decided to put money into getting more value. So I always think of it like this; people think that marketing is telling people buy this, buy that, and it's really not. Marketing is helping people. Marketing is giving people a taste of what it's like to work with you and get results by working with you.

And when I say taste, I don't mean you're holding back and you're just giving them a tiny tidbit. I mean give them the good stuff. Let them taste, let them see, let them experience what it's like to work with you. The best way to convince somebody that their lives are going to change by working with you is to give them a life change in advance.

The best way to let someone know what kind of results they can get from working with you is to get them those results before they pay you for it. So here's what I suggest to people is that think of yourself as taking full responsibility for your people who are following you getting massive results for free.

If you have that happening, you being well paid is as good as done. Think about it. Whatever your niche is, even if it's general life coaching and you just help people be more confident, I want you to take it upon your own shoulders to think, what are some ways somebody's life would concretely, tangibly change as a result of having more confidence?

Ep #175: Lessons from 2 Million Dollars in Membership Sales

Would they ask for a raise? Would they set boundaries with their in-laws? Would they start dressing for the body they have, not the body they wished they had? I don't know. Would they take those personal days and go on that vacation? Would they date differently?

List out all the things that all of your people might experience concretely in real life differently because they had more confidence. And then ask yourself, if all these people who are following me now are paying me, let's just pretend, let's mind-experiment, let's just make believe that all these people are already paying you.

They're your paying clients. And they are expecting you to give them something that they can follow to create those concrete results in their lives. How would you show up for them? What would you do if you were already paying you to make sure that they're getting results?

All these people who are following you. Or another mind experiment you can do is what if you got paid every time someone concretely changed their lives, every time somebody takes action towards what they want to create, every time somebody takes action towards their goals and meaningfully changes their lives, you get paid.

Stay with the example of the confidence coach. What if every time someone took a more confident action, you got \$100 in your bank account? So Sally who's following you asks for a raise at work, cha-ching, you get \$200 deposited into your bank account automatically.

And Charlotte told the dude she was dating who was kind of disrespecting her, hey, I'm not going to take you anymore, bye, because she's more confident, boom, \$200 in your bank account.

And Mark got up the courage to tell his uncle that he's being racist because he got more confident instead of sulking in the corner and feeling terrible, hello, cha-ching, you got \$200 deposited into your bank account because

Ep #175: Lessons from 2 Million Dollars in Membership Sales

all of these people made more confident decisions as a result of the stuff they learned from you, as a result of following you.

It's like I was going to go about my life, do the things the way that I always used to do them, but now that I've been following this coach, this confidence coach, I just feel like I'm taking different action, I'm changing. That's what you want.

If you got a cash deposit every time someone took different action, had different results in their lives, how would you do it? What would you do? So sit down and whatever your niche is, whatever results you help people get, and remember, help people be more confident, help people be happier, those are results.

What are some things people would do to become happier? What would they do once they're happy? How would you take responsibility for that? Think about it like every time somebody experienced genuine happiness as a result of following you, you get a \$200 cash deposit.

Come up with 10 ways, come up with a list of 20 ways that you can think of, that you can experiment with getting people different results in their lives. The people who follow you. Ways that their lives could be tangibly improved. And then just experiment with all of them. Try them all.

Do all 10 of those things, do all 20 those things and see how much you learn about how to impact people positively, how to take leadership, how to be more effective at serving people. And that, my friend, is exactly the meaning of you becoming a better marketer.

Getting better at marketing just means getting better at helping people for free. So get better at helping people for free by trying lots of different things to help people for free.

You can teach classes that people can come to for free, or at a very, very low cost. You can share free content the way I'm doing now, through this

Ep #175: Lessons from 2 Million Dollars in Membership Sales

podcast, or through my emails, or through my Instagram where you are getting better at creating content that is actually more useful for people.

If everybody's scrolling past your content, it means your content isn't helping them all that much. How do I say this? How do I teach this? How do I tell the story in a way where it's going to actually inspire them to think differently, feel differently, take action differently, get different results?

Those are the questions that you want to ask yourself. What would make it so worthwhile for someone to follow me? What would I be tangibly adding to their lives?

If you get obsessed with this question as I always am, you're just going to have the best marketing and everybody's going to want to buy from you. So that's the second thing. Marketing isn't what makes people buy. Being helped by you is what makes people buy.

The third thing I learned from two million dollars of sales is that it is always lurkers that buy and there are always so many more people who are willing and getting ready to buy than you can see or imagine.

People make the tragic mistake of thinking that who they can see, the people they can count because they're in their visual field is all there is. For example, if your niche is you serve moms, you're like, well, these are the moms I know, these are the moms who follow me on Instagram, these are the moms who tell me that they're watching my stuff, these are the moms that are in my world that I know of and that's not enough of a market, that's not enough people to hit my sales goals/

How am I ever going to make a million dollars? Not even a million. How am I ever going to make six figures if I only have these moms? That's a classic thought error of believing that what you can see is all there is.

I always assume that for every person who's following me that I'm aware of because they're visible to me in some way, they're either following me and

Ep #175: Lessons from 2 Million Dollars in Membership Sales

commenting, or they're liking my stuff, or they're talking to me, for every one person who is following me, who's interested in buying from me, I assume that there are 10 more people who are lurking whose existence I have no idea about, who are also just as much of a potential buyer as the person I'm aware of.

It's a very simple switch in mindset, but I don't think that many coaches intentionally think of it this way. And I'm inviting you to intentionally think about it this way right now. If you have 200 people that you're aware of following you on Instagram, what if your true reach was 2000 people?

And I'm not just saying this as like, have positive belief. Literally, people - you have to believe that first to see all the ways in which that's true. What if there are 50 people listening to your podcast that you know of but then there are actually 500 people who are going to find and listen to it that you're not aware of.

If you think that 100 people are listening to you every time you speak, what if the true number is 1000? I always ask my clients in Joyful Marketing, raise your hand if you've been hired by lurkers, raise your hand if the last person who hired you is a lurker that you weren't aware, they just came out of the blue.

And always it's like, insane number of comments from everyone being like, yup, it's always the lurkers, yup, my last client was a lurker, it's always a lurker, I had no idea who this person was, they came out of left field, lurker. Lurkers always buy.

The majority of my clients are lurkers. When you ignore lurkers and only think that the people you can see are the people who are going to buy, then you stop selling to the lurkers, you sell and market in a much smaller way, and then you have fewer sales.

If you always assume that there's 10 times as many people watching you as you're aware of, you end up selling to that many more people and then

Ep #175: Lessons from 2 Million Dollars in Membership Sales

you make correspondingly larger sales. So it's up to you who you think is watching and wanting to buy.

And I recommend that you decide that that number is huge. Way, way bigger than you can count, and way - so big that it's always going to surprise you. I always have that thought. I'm only human, I'm working with the limitations of my human mind and I'm always going to be surprised by how many people want to buy from me.

That's a thought that I have consistency had since three years ago when I was making no money. The fourth lesson I learned from making two million dollars in program sales in 15 months is when I talk about serving people, when I talk about showing up, when I talk about serving passionately, and I don't even have to talk about it because you can see it.

You can see how much passion I have for what I do, and how much passion I have for serving my clients, and to making your life better. You can see that I genuinely, deeply care about it, and that I work very hard to do an amazing job.

And people always ask me, "Hey, I would love to have millions of dollars in sales too, but if I worked as much as you, I would just be burnt out, I'd be exhausted. I don't want to work that hard and be exhausted." Or people ask me how they can do what I do without being exhausted or burning out.

So the fourth lesson I want to share with you is about that question. How to create a lot of excellent work consistently and prolifically without even coming close to burning out. I don't even - if I'm being honest with you, I don't even really understand from a personal level what it means to burnout because I never even get close to burning out.

I always am having so much fun and I never - not never, but I very rarely do things I don't want to. I take four-day weekends every single weekend and I take copious naps. My life feels very spacious. At the same time, I work

Ep #175: Lessons from 2 Million Dollars in Membership Sales

very hard and very intensely, and I'm very passionate about doing a high volume of high quality work.

So how is this possible? What I really want you to know is that exhausting yourself working, or burning out, or working too much does not come from a volume of action. It does not come from taking a large volume of action. It comes from your thoughts.

You can take a large volume of action and not be exhausted and not come anywhere close to burning out depending on your thoughts about it. I'm going to propose to you that what truly creates overwork and burnout is working from shoulds.

It's when shoulds are motivating you that you burn out. I don't operate out of shoulds almost ever because this is one place I really thank my ADHD brain. My brain is way too distracted and it's way too into chasing what's fun and meaningful to do things out of obligation or because I made this plan, so I guess I'm going to do it.

I made this goal, so I guess I have to show up. I should do this. I never do anything out of should. And the reason that shoulds don't motivate me is because I've done a lot of work on myself to lose the fears that used to motivate me.

When you have no fears, shoulds lose their power over you. So for example, lots of coaches, they make themselves show up over and over, even when they don't want to because they fear losing sales. I don't fear losing sales.

Sometimes sales go up, sometimes sales go down. That's just the way it is. It's not always supposed to go up, up, up. That's just a myth of toxic capitalism. People make themselves show up and work when they don't want to because they don't want people to forget about them or be disappointed in them.

Ep #175: Lessons from 2 Million Dollars in Membership Sales

I have no fear of people forgetting about me because one, I believe that my energy and the energy that I've already put out there and the work that I've already put out there is always working, even when I'm not.

And even if people do forget me, I'm like, what's the big deal? All I have to do to be remembered is to show back up and then everybody is like, yay, Simone. That's my thought about it.

I'm not like oh, people are going to forget me. I think it comes from me believing in how powerful my energy is. People don't forget me. That's just my belief. And even if they do, it's not a problem. As soon as I show up, they remember me again. And every time I show up, it's like a bigger group of people, I have bigger impact because I'm growing all the time.

So I don't show up because I should, because I don't want to be forgotten. That should doesn't have power over me. I don't have that fear. I don't have another fear that really motivates people that makes them work out of should is they fear losing momentum.

Like, I don't want to lose momentum so I should do this work. Losing momentum is also one of those fears that comes from our culture's inability to honor the reality of cycles. Like I said about sales, it's not always supposed to go up. Sometimes it goes up, sometimes it goes down.

I told you I made two million dollars with just Joyful Marketing sales in the past 15 months. But if you look at the graph of month-to-month sales, it wasn't a straight line up. There would be a really big spike, and then really big lulls. It would be up and down, up and down.

And there were several months when it was the lowest it's ever been, and then it'll climb back up, it'll come down again, and then it would spike up again. I don't ever believe that there's such a thing as losing momentum. It's just I pay attention to the larger pattern, the larger cycle, and I have so much belief in the larger belief, in the larger cycle that I think it's really normal and natural for some periods where I'm lower energy, some periods

Ep #175: Lessons from 2 Million Dollars in Membership Sales

where sales are going down, some periods where it just seems like nothing is happening, that's not losing momentum. It's called the reality of cycles.

And I honor cycles. Honoring cycles is so important to me. And again, it's only in toxic capitalism where cycles are dismissed and ignored and it's always like, you have to produce more and more and more, you have to - this quarter has to be bigger than the past quarter, and the next quarter has to be bigger than this quarter.

That is just something that I think is bullshit. So I don't fear losing momentum, so that is not a should that motivates me. You should show up because you don't want to lose momentum. I don't give a fuck about momentum.

I don't have a fear of my clients leaving me. I don't show up because I should, because what if my clients leave me. I always believe that I get the exact amount of clients I am energetically available for and so I work on expanding my capacity to serve, rather than hustling to make sure people don't forget me.

I know that as long as I'm showing up in my bigness, as long as I'm showing up from authenticity and power and genuine service and giving people usefulness, and I'm always going to have the clients that I want.

So I don't have this fear of, oh, but what if they - I just don't. Et cetera, et cetera, all the thoughts that I mentioned so far are some of the top reasons, top things people should themselves with.

People have these shoulds because they think they have a fear of their businesses not working out, they have a fear of people's responses, they have a fear of sales going down, they have a fear - when you don't have these fears, just ask yourself what motivation would be left, what fuel would be left if all these fears and all these shoulds stopped being the primary motivators.

Ep #175: Lessons from 2 Million Dollars in Membership Sales

And by the way, I wasn't born thinking these things. Everything I just told you is a result of a lot of inner work I did. And what is left underneath the layers of fear and should that I dissolved is desire. It's what I care about. The only reason I ever work on my business when I don't have fear is that I deeply want to. Like, I want to get up and record this podcast. I want to post on Instagram. I want to talk to my clients. I want to create a new class. I want to do all this stuff.

I see that so many people would be so surprised how they can get in such beautiful intimate touch with their own authentic free-flowing abundant desire to do amazing work once they confront and dissolve all the shoulds and fears that are standing in the way.

If you had no fear of losing sales, I guarantee you, there's a desire lurking underneath there that you might have forgotten for a long time. Everybody's started a coaching business out of desire. Nobody starts a coaching business because somebody told them they should.

Everybody's like, "I want to do this. There's something juicy about it." And all the juice just gets wrung out, it gets dried out because then immediately our brains start attacking us with all these shoulds. And when you undo the shoulds, you're going to get back in touch with why you gave a shit about all of this to begin with.

What about it animates you? What about it makes you come to life, makes you want to get up? What about it sets a fire under your ass? What about it makes it worth it?

You became a life coach to champion something. You're going to feel that champion energy when you release the shoulds and the fears. That's the fuel that I work with. That's how I can rest a lot and play a lot and also work a lot and none of it feels like too much.

That's my secret to being so prolific, and at the same time, enjoying a very high quality of life with really strong boundaries. If you fear burnout, the

Ep #175: Lessons from 2 Million Dollars in Membership Sales

solution is not to change the way you take action or change the amount of action you take, but to investigate all the should thoughts in your brain, and also the fears that are fueling those should thoughts and teaching your brain how to release them one at a time.

Another thing about working from desire and passion and fun and commitment to what I actually care about rather than shoulds is that, because I'm motivated by all those beautiful things, I think that my desires sometimes takes me to places that surprise me.

I think that if I were sitting down thinking, "How do I market Joyful Marketing? How do I get people to want to buy Joyful Marketing from me?" I would have never come up with some of the ideas that were the most fun and the biggest impact for me in terms of my business.

So, for example, last year, I did one of the biggest things ever when I created this class called Model Heresy and taught it. It had nothing to do with marketing, you guys. It was just 100% about self-coaching and how to self-coach with more love for yourself and with more efficiency.

And I created that class because one day I was thinking and I realized, people are always asking me how I self-coach, and I realized that I had some really beautiful ideas that I hadn't really packaged together and sold, or taught to people.

And I was like, "Hey, I should just teach people all these wonderful things I do to self-coach that makes my self-coaching way more effective than everybody else's."

And it's not a big deal. In my brain, I was like, "This is not about marketing and it's not even on my niche. But I care a lot about this and I know that so many people are going to be helped by it. So, it's no big deal. I'm just going to teach this class one time. It's going to be a little gathering with me and my people, people who are curious about this. And it's just going to be like

Ep #175: Lessons from 2 Million Dollars in Membership Sales

\$7...” actually it was \$6, “It’s going to be \$6, the price of a fancy latte, no big deal, low bar of entry.”

It wasn’t like, “I’m going to make money and this is going to be part of my marketing funnel.” I was just like, “This is fun. Let’s just do it for fun. And then I’ll get on with my life, go back to marketing Joyful Marketing.”

And then, what happened was that thousands of people bought, which was completely unexpected. And so many of those people were so mind blown by that class. To this day, random people I don’t know approach me and they’re like, “Thank God for that Model Heresy class you did, it changed my life.” It created massive reverberations in the industry and so many people bought Joyful Marketing as a result of having seen that class, which had nothing to do with Joyful Marketing.

They’re just like, “I love your mind. You helped me so much, I knew that I had to be in Joyful Marketing.” That was not strategic, my friends. It just came out of, “Hey, this would be fun and meaningful. I really want to do this.”

Another thing like that is my podcast, my collaboration with my friend Kara Loewentheil that I did last year. We created this podcast called Outside the White Box, which was just us showing the shit about bringing more intellectual concepts to coaching. And again, it had nothing to do with marketing.

Kara and I were talking and we just decided, “Hey, wouldn’t it be fun if this was a podcast? Like a limited series podcast?” And then we did it. It was not part of any funnel I did. It was not part of my marketing. It was just, “Hey, this would be fun”

These things – by the way, I did want to mention, if you want to listen to my podcast with Kara, it’s called Outside the White Box. You can search for it wherever you listen to podcasts. And if you want to catch the afore mentioned Model Heresy class, it’s on my website, you can still buy it. You

Ep #175: Lessons from 2 Million Dollars in Membership Sales

can buy the replay as well as a beautiful little workbook for \$6 still, and I highly recommend it.

So, what was I saying? Oh, right, so when you stop working from should and you start working from desire, your brain is going to give you so many fun ideas that you're going to do. And it's not going to be like, "I'm trying to be strategic." It's just going to be fun. And somehow, magically, it's going to draw all the right people to you even when you don't think it's part of your strategy.

Like, how can I not love marketing when it's just fun, when I'm following my creative impulses, when I'm collaborating on fun ideas with people I adore and when I'm literally sharing out of the joy of sharing? And if all of this sounds so good and you're like, "I want that too," all you have to do is investigate what fears and shoulds are motivating your actions right now and just question them, and to learn how to teach your body and your brain that it's safe, that you are safe, even if people were to, quote unquote forget about you, you'd be safe.

You are safe, even if your sales go down. Those things are not what create your safety. Your relationship with yourself, the way you speak to yourself, who you believe yourself to be, how you believe the universe is always supporting you, the significance of your brain and your creativity in the world, those are the things.

So, I feel like that turned into a sermon, but those are the four lessons that I came up with that help me to do amazing work, to really truly help people in powerful ways that feel really good and easy and joyful and simple to my nervous system. And I hope that you will take these four lessons seriously and digest how simple they are.

It's like, remember that people are always talking themselves into buying from you a year from now and you just have to help them make their lives

Ep #175: Lessons from 2 Million Dollars in Membership Sales

better. There's always more people watching than you think. And work out of desire, not out of shoulds. That's it.

If you remember these, I have no doubt that you will also be on your way to doing soul-fulfilling, joyful work every single day and watching lots and lots and lots of sales roll in. Alright, my friends, that's what I've got for you today. Talk to you next week.

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