

Ep #179: The Price of a Joyful Business with Caryn Gillen

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.

Hey friends. What's up? Do you know what's really funny? I've had my clients tell me recently, "Simone, I was listening to your podcast and I heard my baby cry and I went to go check on them, and then I saw that they're actually fine. And then I realized what was happening was it was your baby crying in the background. Not mine."

I had multiple clients tell me this and I thought it was so funny. And I just felt like it was important for me to acknowledge. Hey, I work in my home office, which is just a room in my apartment. I live in an apartment - I don't want to say it's tiny but it's not huge either. It's a very typical apartment in the urban jungle of Seoul.

And I'm lucky enough to have a wonderful nanny who takes care of my son while I work during the day. But you know, wherever he is in the apartment, whatever he's doing, if he's crying, it's going to be audible in my room. My clients who are on my calls are going to hear it and you, my dear friend listening to this podcast, are going to hear it.

And I could wait until my baby stops crying to do these podcasts, but you know what? The show must go on. Y'all are just going to have to hear some baby crying. Not everybody has a giant house. It is just what it is. Just know that if you hear it, it's my baby. Not yours. It's not a phantom baby that you have. Anyhow, #momlife. Show must go on.

Today, I'm pleased to bring you a conversation I did with my friend and colleague Caryn Gillen. She's another business mentor for life coaches. And Caryn and I have so much in common in terms of our business philosophy.

We're both all about creating a business that's deeply aligned with who you are and that supports the kind of life you want to have. And she's also the

Ep #179: The Price of a Joyful Business with Caryn Gillen

opposite of me. She's super calm and grounded and wise. And I just feel so good when I talk to her, and I know that you're going to feel really good after hearing her too.

I actually had her on my podcast literally two years ago when we were both multiple six-figure coaches and talking about that. And we both grew up a lot since then and wanted to catch up. And this time, she interviewed me. She asked me all the questions, and I have to tell you, she's an amazing interviewer.

And I got to pick a little bit of her brain too. And you're going to hear me talk really candidly about how to actually create a business that feels joyful, what the true cost of that is, and how I had the most miserable time of my life during my maternity leave, and why that was so valuable for me.

And Caryn and I also shared about our respective 2022 goals and what she told me as her goal kind of blew my mind. And I can't wait for you to hear it too. And there's so much more that I think you're going to find super interesting.

Whether you're starting out in business or whether you're a grizzly veteran like Caryn and I are. Here is Caryn and I talking about all the things. Have a listen. I know you're going to enjoy it.

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Caryn: Hello humans. We are here with Simone Seol. And we're going to talk about a lot of things. But before we dive right in, in case you don't know her already, Simone, will you introduce yourself?

Simone: Sure. I am a coach who teaches other coaches how to love coaching. I mean, how to love marketing as much as they love coaching. And I'm the host of the *Joyful Marketing* podcast, the grand doyenne - is that the right way to say that word?

Caryn: I don't know. I think so.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Simone: The grand doyenne of the *Joyful Marketing* community. I am all about the joy, I am all about the marketing, and helping my beloved humans in the coaching community help connect to their clients and people they serve in ways that put their whole humanity first. So obviously you can tell why I'm on Caryn's podcast because our philosophies have so much overlap.

Caryn: Yeah, it's true. Humanity. Okay, I had a question I was thinking about. This wording, tell me about the difference - you could call it anything. Any kind of marketing. Successful marketing, profitable marketing, but you call it joyful. Why? Can you tell us what's the difference between joyful marketing versus positive marketing?

Simone: I don't know what the word positive means. I mean, obviously I know what most people think it means and I know the dictionary definition. But does positive marketing mean that we are always talking about happy things and high vibe things?

Because I feel like that can't be an effective way to market coaching because in coaching, we get into things that are not fun and lighthearted. If everything was fun and lighthearted, nobody would need any coaching. But life gets dark, life gets gnarly and messy and ugly and brutal, and that's why we need coaching.

Well, we don't need coaching but that's why we have coaching. Why I like joy, why I love joy and why I like to put joy at the center of my marketing is that I think when we feel the emotion of joy, that's how we know we are keyed into our own genius.

So joy, when you're feeling joyful, that's different from when you're doing the right thing, or when you're following the instructions. Being joyful is different from - it's even different from being excellent. You can feel a tremendous amount of joy doing something while not necessarily being excellent at it.

Ep #179: The Price of a Joyful Business with Caryn Gillen

And I think we're always attracted to the frequency, the quality of joy. Joy is infectious. When someone's in their joy, they're in their genius. They're in their creativity. They're in the most open and kind of magnetic sort of energy state that's likely to draw other people in.

And I think that has been sort of the proof to me that I don't care how good you are at copywriting, I don't care how much you know about marketing technology, I don't care if you've paid for fancy branding and strategic this and that. I don't care if you've paid for ads. I don't care if you've been marketing for two days or two years.

If you're in your joy, you're doing something profoundly right in a way where you're really inviting other people to connect with you in your most powerful state. So that's my spiel on joy.

Caryn: And when people come in, or they come into contact with your work, what happens when they haven't been coming from joy? Are you seeing people come in and do 180 shifts? Are you seeing people come in and make slight pivots? Is it all of the above? How do they stick with themselves when they add joy?

Simone: I think it starts - a lot of people start from a small pivot and it eventually turns into a 180. Because unless they're coming to me already being like Caryn, most people's default is not going to be, hey, what would be fun? What would be human? What would be joyful?

Most people's default is going to be how do I do this right? And how do I - they're going to be wrapped up in their perfectionism, and they're going to be used to this way of thinking where in order to create great results, I have to work very hard and I have to really put in hard work and do things that somebody else told me to do, and master the way somebody else told me is the right way.

And so I love coaching clients from the very beginning of their business journey, where they learn right from the start that they can do things their own way. And attune to their joy and market from their joy. That's so fun.

Ep #179: The Price of a Joyful Business with Caryn Gillen

But Caryn, I have to tell you, what I love even more is getting the grizzly seasoned entrepreneur who's like, I'm very successful and I make tons of money but I hate my life, what is happening?

And then I say, okay, how about we start to shift things a little bit in the direction of joy? And in the beginning they're all very resistant because all the hard work and the hustle and the grind and the pain and misery got them so far.

And what I love allowing them to co-discover with me is that making things fun, attuning to joy, prioritizing their rest, prioritizing their play, and really allowing that - I almost want to say a childlike creativity, inspiration to flow, and being able to follow that, it takes a lot of courage to be able to do that. But once they do, they find that everything changes. And so I love helping entrepreneurs at every stage of the game.

I recently had a conversation with one of my friends about if somebody who was making \$20 million a year, which is a fuck ton more than I'm making, came to me and asked for help with their marketing, would I be able to help them, and I actually didn't know the answer to that question until I was asked that question.

And I realized that my answer was I bet I probably could help them a ton. I bet I could help them make way more than \$20 million. Because guess what? They're probably not having as much fun as they could be either. Their business could be more joyful. Their marketing could be - there are always areas where something in our business can come more alive for us, where we can feel more at home in our own businesses, where something could more congruently bear the frequency of our own joy.

And there's always work to do there and the payoff is so huge. So I was like, yeah, wherever you are in business, there's nobody who doesn't need joy.

Caryn: Yeah. I think what's coming up for me is that the joy is not prescriptive either.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Simone: Prescriptive?

Caryn: Yeah. We don't infuse joy just into the words you're writing. It's into your life. It's into your everything. And it doesn't even look how you think it might. Because I'm thinking about me. For me, joy in my marketing is more about what's going on behind the scenes and what I'm letting myself quit than how I'm writing. So where are the weird, fun, different, unexpected places where people have cultivated more joy, and it's totally not what we think it would be.

Simone: I love that. And I completely agree. How much joy you can bring to your marketing and how much joy you can bring to your copywriting, that is just what we would call the R line. That's the result of what shows up when you make internal changes in how you relate to yourself, in how you carry yourself in your life, and how you make decisions in every area of your life.

So I completely agree. Let me think about that. Here's the thing; I don't know if this answers your question exactly, but in my mastermind, one of the very first things we do when they get in the door is - it's going to sound so weird when I describe it but I role play this slightly unhinged, super obnoxiously positive HR director.

Her name is Harmony. How weird does this sound? So I role play her. She has crazy hair and crazy outfits. But she's the HR director for your company, everybody's company. And I, in the role of Harmony, I express how HR is going to be different for this company than all the other companies.

And my role as HR director, as Harmony, is going to be to ensure that you get as much radical amounts of rest as possible. So if it's in your imagination, we can make it happen. Whereas in other HR departments, you have to negotiate how much time you can get.

If you say I want two weeks, we're going to be like, what about 20 weeks? So as Harmony, I negotiate with each one of my clients or I have them negotiate for as much radical, crazy amounts of rest and rejuvenation and

Ep #179: The Price of a Joyful Business with Caryn Gillen

play as they can. And this work at first makes everybody squirm. They hate it.

And they eventually make radical decisions about if I was just giving myself crumbs of rest before, now I'm going to make it half of my schedule. And those decisions are, like I said, they're terrifying at first, but when my clients actually follow through on it and they get all this time to just lay around and do nothing, not be productive.

And I remember one clients of mine recently posted in our mastermind group following her negotiations with Harmony, she gave herself all this time to do nothing and she was so bored. She was bored out of her mind. And in that boredom, and she secluded herself in the mountain cabins where there's nothing, and she's like, I'm bored out of my mind.

And in that moment, she had this brilliant idea to write an email. And that one email generated \$18,000. And she wasn't in word mode. So we were like, oh my God, boredom is the new money-making emotion. That's an example.

So I talked about boredom, which is not the same thing as joy, but I think joy and boredom are like cousins in the sense that they're both emotions that are looked upon with a lot of suspicion by the dominant paradigm. Joy, what is that? Are you a child? And boredom? Don't be bored, be productive.

And actually, one of my most hated quotes, I hate this quote Caryn, like only boring people are bored. Don't you hate that? I hate that. On the one level, I understand the truth of it but also on the other hand, I feel like it's so shaming. I'm bored so much.

Caryn: Yeah, it just brings up fear.

Simone: Yeah. And I don't think I'm a boring person. Anyway, so to hell with that. So creating boredom is a wonderful way you make space for joy. Deciding, actually making the incredibly courageous decision to create

Ep #179: The Price of a Joyful Business with Caryn Gillen

boundaries in your life where you're going to give yourself more rest than ever before, and the way I'm talking about it right now sounds kind of radical.

But maybe allowing yourself one nap a week when you used to just be go, go, go, and answering to the needs of eight different people, that is radical. So let's start there. Those steps create joy.

Caryn: There's so much more when I think about experiencing joy. It's like it comes from the inside and wells up, versus coming from the outside and coming in. To really walk through the world and run your business from a place of embodied joy and to have access to that, there is nothing outside of you that's going to show you what that looks like.

Simone: 100%. I think that's one of the things that makes joy challenging too. Because there's no roadmap. It's not like, all of these steps and you'll feel joy.

Caryn: Drink coffee at 6am every Tuesday and you'll get there.

Simone: That sounds very unjoyful. Caryn, what you're pointing to I think is the truth of how joy is something that you have to undo the other layers to get to the joy that's there. It's more about undoing.

Caryn: It's an excavation.

Simone: That's right.

Caryn: You're getting to the dinosaur bones.

Simone: That's so good. That's so genius because I really think because you said dinosaur bones - these days I'm like, do I still speak English? I don't know. But joy is a lot more of a primitive emotion than some others I think. Because I watch my four, five-month-old baby feel joy. Now he has emotions, which is so cute. Before it was just like, crying.

Ep #179: The Price of a Joyful Business with Caryn Gillen

And now I can - that was a joyful laughter, that was so fun. And to allow ourselves to peel back the layers of socialization and all the rule-following that we picked up as grownups, I think it returns us to a more primal place. I think there's so much power there, and also it can be a little bit scary for those same reasons.

Like, what do you mean? I've built up my armor of professionalism and good enoughness through all the hard work that I did following the rules, and now I have to go back to how I felt as a child. So I think it's very counter cultural.

Caryn: Yeah, I think it might be one of those primal emotions. Like shame is made up based on stories, fear is made up. But joy, it's effervescent. It comes from the inside.

Simone: I think there's primal fear and then socialized fear. So I think primal fear is primal, but socialized fear - but to be real, most issues that coaches come up with when they are working on their businesses and feeling fear, that's socialized fear.

It's not like my baby having a cry of fear when he thinks I'm going to drop him but I'm not going to. It's not about your survival, but our brains think it is. It's a really useful prompt. When are you in a socialized emotion versus a primal emotion? So interesting.

Caryn: Do you think we can have joy without courage in this world?

Simone: I think it's hard. I think you can. You can accidentally come upon joy once in a while. At least that's my experience.

Caryn: Where you shoot tea out of your nose on accident because something was just so...

Simone: Exactly. You're like, oh, that happened. To me, it wasn't reliable when I didn't know how to be courageous. Once in a while it would happen, I'd get a taste of like, oh, this feels like home. This emotion, this fleeting,

Ep #179: The Price of a Joyful Business with Caryn Gillen

effervescent, joyful emotion that I experienced for half a second because something really random happened, it feels so good and not like, la-la-la good. It felt really, really good in my soul. What was that? Why do I never feel that?

That's how I felt because for so many years of my life, I didn't know how to be courageous on purpose. And once I learned how to be courageous on purpose, I have so much more joy. I feel proactive about creating it, I feel powerful about being able to create it, and I know how to create more of it in the places that I want in my life. And that feels so much more powerful.

Caryn: That's fun.

Simone: Like I said, it's not because you have to create joy from courage. It's because the joy is already there and you need the courage to undo the layers of socialization, undo the stories. That's why.

Caryn: What, for you, what's on the cutting edge of your joyfulness? What are you leaning into?

Simone: That's a great question and my answer to that right now is I'm learning how to feel and discover and become intimate with the joy of holding more power and influence. And my work for the past couple of months has been teasing apart my reactive, reflexive fear and suspicion and distrust of power and influence. When I have it, I'm like, what is that? I don't like it, get it off of me. And I realized, oh, that's probably just patriarchal programming.

Caryn: We weren't socialized to hold power.

Simone: Exactly. So it feels very foreign when I find out that I have it. It feels very foreign and weird and suspicious when I find myself being influential. So I know that my ambition is to become so much more powerful and so much more influential than I am now.

Ep #179: The Price of a Joyful Business with Caryn Gillen

And I've been asking myself a lot, what if that can be and is joyful? And what is the only right way - not the right way, but the only way I want to go about pursuing that is through joy. And when I first - when that question was first sparked in my brain, it made no sense to me.

Power and influence, that just sounds heavy and burdensome and scary, and how could that be joyful? But since I've allowed my brain to percolate on that, now I see so much more possibility. Having more power and influence is like having bigger toys to play with. It's just more fun.

Caryn: And joy has always been at the root, right? Did you have power and influence before you had such access to your own joy?

Simone: No. No way. Coaching me at the same time, Caryn.

Caryn: Sorry.

Simone: No, but you're right. Joy is what got me to my current power and influence. And more joy is going to be what gets me to even more. And it's not only the way, but it's the product. And I think that with my business and my mission, the more power and influence that I personally have, the more joy people are going to feel in the world because joy is my business.

So I was actually just thinking about that yesterday, having my mind quietly blown by myself. Like, oh my God, I'm here to spread more joy, and the more joy I spread, the more money I make, the more powerful I get, that's crazy.

Caryn: This is amazing.

Simone: Yeah, it is very awkward because it's so against the dominant paradigm of money and influence and power being about all kinds of things, like exploitation and inequality and all these things that are so far from joy. So I'm like, oh, what if I'm a pioneer in linking power and influence and money with joy? And all of the cousin qualities of joy, as I like to think

Ep #179: The Price of a Joyful Business with Caryn Gillen

about it, which are like we talked about, courage, even boredom. Because boredom is just space for other things to happen.

Caryn: Space for joy to come.

Simone: Yeah. And love, and play, and creativity and all of that. So when I think about that, I'm like, damn, that's juicy.

Caryn: I mean, it seems like you're one of the people who believe a new way is coming.

Simone: Well, I don't know if it's coming but I'm going to create it.

Caryn: Right. Why not be a pioneer? The thing that wants to happen and wants to happen through you.

Simone: Totally. And so are you.

Caryn: Yeah, I'm all about it. I love power.

Simone: Tell me more about your thoughts about power or the new way. Tell me about yours.

Caryn: I mean, I think there's just a lot of stories that were made up by a lot of people who are dead and we're all living in them and we're recreating them all the time. And that's completely optional. And so if we don't like the world we live in, or you don't like the story that you keep hearing about money or seeing about money or feeling about money or power and influence, we get to write the new way. And it will feel weird.

Simone: What's your favorite thing about money and power that maybe you have been surprised by? Or maybe you weren't surprised.

Caryn: Spaciousness. That's my favorite thing. I mean, it's also a top value of mine.

Simone: Like money and power create more spaciousness?

Ep #179: The Price of a Joyful Business with Caryn Gillen

Caryn: For me.

Simone: That's also definitely a cousin quality of joy.

Caryn: Yeah. It is joy for me for sure. It's just that room for things that are unexpected to come in. Like my annual goal for next year is actually having enough spaciousness that I get to say yes to everything I really want to do. Any random invitation that actually I really want to say yes to.

Simone: I love that. I have a similar goal for myself, for my business next year is I am intentionally not setting a super ambitious revenue goal because there's so many things I want to do with my business where it just feels super fun. And I just want to explore and get in there like it's my playground and try this, what happens if I put this here, what happens if I put these two together.

And then just let shit happen without this pressure of oh, this needs to bring in twice as much revenue. So that's a little bit different from what you're saying, but kind of similar.

Caryn: Feels the same to me. I mean, I think that's privilege and that's power. Then how do we show up? And for me, use it in more and more ways that are equitable. How do I spend my money? Now that I have more spaciousness, how do I choose to spend my money in ways that line up with my values more and more and more?

Simone: And you have much more of that choice when you have more money and power.

Caryn: Right, exactly. I mean, I think it's been interesting to watch so many conversations around power in group coaching and one-on-one coaching I've been doing lately. Power is on people's minds. So I love that we brought it up here today.

Simone: Really?

Caryn: Yeah.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Simone: Cool. It's on my mind too. I wonder if it's because we're collectively going through a thing where women are starting to have power and we're like, what is this? Let's talk about this strange thing. You know what I love about you Caryn is that unlike me, you're so Zen and calm and you're just a different example of what's possible in terms of power doesn't need to be so loud and splashy like I am. It can also just be grounded and calm. You're such a low-key person but in the best way.

Caryn: And you're you in the best way. I mean, I think this is what's important about being influential and speaking out loud and saying what you think and feel is people get to see what it looks like from you, from me, from some other people.

Simone: I think that's so important for people to have examples like you and examples like me. And when every single one of our clients or people in the audience accesses their own power and influence and money, it's going to look completely different from you or me, right? It's going to come from their individual genius.

Caryn: No matter how bad they want to wear glasses like you, they might not need the glasses. And it still might be just as potent.

Simone: And I want to say, if you do want to try them out, I won't be like, you're copying me. Try them out. They're just toys, who cares?

Caryn: They are toys, yeah. You can wear scrunchies, you can wear headbands, pick your thing. I'm doing nail polish today.

Simone: Cool.

Caryn: Play around. Play around with your power and your influence, but remember also that it's serious.

Simone: Speaking of all of that, can we briefly talk about motherhood?

Caryn: Yes, I wanted to before we wrap up. So when I had my daughter, I'd been a life coach already for like, five years. But not working full-time. I

Ep #179: The Price of a Joyful Business with Caryn Gillen

went to The Life Coach School, 35 or 36 weeks pregnant, did my six days in-person training, came home, had a baby, and then I had this a-ha moment of like, I was holding her, I was like, oh, that whole business thing, it's not a hobby anymore.

So for me, having a baby, she was a catalyst for it to get serious. And I remember I built a website holding her on my chest, and I shot video, and I did all these things with her as this very, very tiny baby. And it really took off from there. So I'm curious how - because you're having your baby it seems like on the other end of things like that, how it's been for you.

Simone: So my baby was born in July, so it's four months-is. Actually, today's also my two-year marriage anniversary with my husband as well.

Caryn: Happy anniversary.

Simone: Just in the theme of family and stuff. The thing that's been the most fascinating to me, the biggest change having my baby, my first, has brought to me is that I discovered, I found my - a new level of how profoundly badly I can feel in my life and still survive and still create.

I said badly, but that's not even the most precise word. It's how chaotic, how unmoored, how just rocked by hormones and fatigue and a lot of primal intense emotions that have very little to do with my bubbly, professional persona.

The first part of my pregnancy, actually all of it was really hard, but especially the first trimester, I had to be horizontal all day long, otherwise I would just - I could never stop vomiting. The last trimester was really hard. It is for everybody. I took two months off for mat leave and those two months were the worst of my entire life.

Caryn: Maternity leave was really hard for me too.

Simone: Really hard. Before I knew theoretically, oh, a lot of moms get postpartum depression and it's a thing, I thought, oh, I'm probably at risk

Ep #179: The Price of a Joyful Business with Caryn Gillen

because I have a depressive personality, I have been clinically depressed many times before. So I was like, I'm at risk.

But after having gone through postpartum, I'm like, how is not every mother profoundly depressed after this experience? You stop being a person. You start being a milk factory. It's like, your sleep is not important. Your life, your priorities, we don't care about that. We got to keep this little thing alive and cater to its every need and be awake 24 hours.

And at some point I got a nanny and things started to get so much better. But I really went through a really dark time. And I had a lot of fun watching my own brain, watching my own spirit - when I say fun, I don't mean fun.

Caryn: Entertainment maybe more than enjoyment.

Simone: Right, exactly. Watching myself have this incredibly dark experience of here's this thing that I wanted so badly and thank goodness I have this healthy, beautiful baby that I've been praying for. And it's the worst I've ever felt, it's the most fearful and most uncertain and all these things that I've ever felt.

And I was so - in retrospect, I'm so grateful for all the training I've had, all the work I've done on myself with my relationship to myself, all the coaching, all the self-love and understanding and general wisdom about life that I've been able to develop that allowed me to use that experience to create deeper intimacy with myself as a human animal, as an animal even.

And I was able to know that entire time, it was not without tears, it was not without tantrums and freak-outs, but at a deep, deep level, I knew the whole time, oh, this isn't actually the end of my life, this isn't my business imploding, this isn't me making horrible decisions to have a kid that I'm going to regret for the rest of my life. This is just a thing I'm going through that's deepening me as a person.

And I held that trust, and at the end of that rope, I came back as we do and I have never felt more on fire creatively and in love with life and more

Ep #179: The Price of a Joyful Business with Caryn Gillen

ambitious. And that has been my experience of motherhood so far. And everybody whom I talk to is like, that's just the beginning. It's going to get so much worse.

But you know how they say children are the best teachers, having a kid is the best teacher. And that's been part of the lesson. It's not dissimilar to what happens when people start businesses, or when people start any major creative endeavor. The first part of it, of the birthing can feel profoundly painful, disorienting, and when we resist it is where we slow down the work, is when we create tons of friction that doesn't need to be there.

When we embrace it and say yes to it and say, okay, this feels awful and let me stay with it and see what happens, let me use this not to be mad at myself, not to be mad at life, but to, like I said, get to know who I am as a human being deeper and cultivate my capacity to love myself as a human being deeper, I think that's where all the magic is. And I think that's what you teach your clients as well.

Caryn: Yeah, I mean everything can be a healing journey if we let it.

Simone: When we don't resist it. Healing and expanding. I think when you heal through something like that, you become a new version of yourself, a deeper, bigger version of yourself if you let the work work through you.

Caryn: I'm with you. I don't know how people do it, and I don't know how they do it multiple times.

Simone: Same. You have one kid too, right?

Caryn: Yeah. I don't really understand how we - I actually went to a job too, and I had on-site daycare. And I remember I would bring my daughter and I had this little shirk cart and you would roll through the hallway down to her daycare.

Ep #179: The Price of a Joyful Business with Caryn Gillen

And I remember it wasn't until she was six months old that I actually felt like I was ready to do what I had been doing for three months already. I was like, okay, so if we could give people six months, that could really help. But hey, we'll give them three weeks. It's insufficient and I think it's a crisis.

Simone: It's 100% a crisis. I became such a bigger feminist than what I was before. I was already the biggest, angriest feminist. But now, the only way women can do what we do is in a village with 50 people helping us out. That used to be the world. It's just absolute fucking insanity for women to be able to - we're expected to handle this mostly on our own.

I had help from two family members and a friend, that's not fucking enough. It literally takes a village. The only way that we will survive this experience unscathed. We have major societal restructuring to do. Let's put our life coach brains together and figure this out, Caryn.

Caryn: I feel like there's an answer. We might even already know what it is. People just have to say yes.

Simone: Yes to?

Caryn: The things that work. I mean, if we talk about courage and joy, where we want to go in creating a business, creating a different way of living in the world, creating a new way of being in society, it's really uncomfortable to say yes to what might work better. Just the way it is. So don't expect it to feel good.

If you think where we're going is going to feel good, I don't think that's accurate. And I think that's what we're sold oftentimes is like, when you go and you're going to start your business, it's going to feel really good, you're going to get this beautiful baby and it's going to wear nice pastel-colored clothing and it's going to be soft and cuddly.

Simone: And it's going to coo at you and you're going to take pretty family pictures for your Christmas card.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Caryn: Right. All this stuff, all the stuff we're doing and the big change work and the identity change work, it all is really hard. And it does all feel worth it. I was talking to a client, we were wrapping up last night and I was like, is this what you expected? Because she wanted to do a very big change in a very short amount of time. And I was like, we can do it.

And I'm not going to tell you what it's going to be like, but we're going to talk about it and reflect on it afterwards. And she was like, "I never would have signed up for that. I'm so glad I did it, I never would have signed up had I known what it would feel like." And I think that's true for a lot of things.

Simone: A lot of things, yeah. After my baby was born, I remember looking at him being like, I am sorry I brought you into this terrible world.

Caryn: I wanted you for me. Apologies.

Simone: Right. I'm also a very spiritual person. I was like, I'm sure there's a spiritual, evolution lesson for you somewhere in this lifetime, but I'm sorry in advance for all the shitty things that you're going to see and experience.

Caryn: Okay, is there - I like to think about if people were in a membership and this podcast was this paid offering and they had one piece of homework or one takeaway from what we've talked about so far that you would give them, what would that be?

Simone: Oh, that's so good, and I love this idea of treating each podcast like you paid a lot of money for it because that's how you're going to - your brain's going to challenge itself to create a lot of value from it. I'm going to tell my people that.

You know, we talked about joy and courage, and even the uncomfortable, even painful emotions that you sometimes go through to get to joy. So I'm thinking about if you're listening to this, I'm betting that you are having a little hunch about the next courageous decision you need to make to create space for more joy in your life.

Ep #179: The Price of a Joyful Business with Caryn Gillen

More spaciousness, more boredom, one of those things. I bet you know, have an inkling of what that might be. What if you just made the decision right now that you're going to make that decision to allow for that to happen? So that one courageous decision that you know is going to create more joy. The one right now that you're thinking of, you're like, oh no, I can't do that. Go do that.

Caryn: Yes, that one. Yes please. Because that's the world where I want to live is where we decide to make decisions like that, that kind of make it feel like we're a little bit on fire.

Simone: Totally. That is the way to go.

Caryn: Okay, perfect. Do your homework. You can DM me on Instagram, tell me all about it.

Simone: DM me too.

Caryn: Yeah.

Simone: Or post on your stories and tag both of us, whatever.

Caryn: There you go. That's the right answer if there is one. Okay, so I just want to ask a few non-business questions so people can get to know you a little bit better. Is that alright? What's one thing that you won't travel without? I'm laughing because I just remember being at the stage of babyhood that you're at, and I'm like, my breast pump. I can't go anywhere without that thing.

Simone: No, I'm not breastfeeding anymore. I guess this is a boring answer but really comfy shoes. I remember in my 20s, I used to wear all of the high heels. And now it's like, my back is fucked because my baby, thank you. And everything hurts. I need really comfortable shoes. I need the most unsexy tennis shoes.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Actually Caryn, next week I'm getting on a flight to Paris and I'm going to be flying first class, it's going to be super fancy, I'm going to be staying at the Ritz and the whole time I'm going to be in sneakers.

Caryn: Beautiful. I'm so excited for you and your body that you're going to support it in that way.

Simone: Thank you. That's a lovely thought.

Caryn: What's a favorite restaurant experience that you've had?

Simone: My favorite restaurant experience I think is always those places that are hole-in-the-wall, and when you walk in you know there's a history. And you know there's - you can feel the history of the human beings in this space and in the food.

Because I love a good five-star fancy restaurant experience where the food is exquisite. I love all of that. But even more than beautiful, delicious food that I love, what touches me even deeper is getting a sense of the humanity. And I love any restaurant experience where I can feel like, oh, I feel like I can feel the wars that this grandma lived through before she made this.

And luckily we have a lot of those places in Korea. They're vanishing but they're there. And you can find those places in different areas of Europe that you travel to, probably in the US too. I think more in the US, more spaces that are run by immigrants. Like oh, you're a refugee, I can taste that in this food. Just the complexity and the richness of the human experience in this little baba ghanoush or whatever.

Caryn: Yes, absolutely. And as an online entrepreneur, how do you link in with your local community?

Simone: I don't and I don't like it. One of my issues is that I feel like a transplant. I'm Korean, I'm of Korean heritage, but living in Korea with my

Ep #179: The Price of a Joyful Business with Caryn Gillen

husband and my baby, I exist here as someone who has spent the majority of her life elsewhere.

And so I don't have friends, I don't have people that I went to school with, the neighborhood I live in, my husband grew up here his whole life but I'm new here. And I have this thought that it's hard to make friends and I don't know where to start, and the pandemic hasn't helped certainly.

I have had this hunger to be connected more to where I live and the people here. But I only do that in the most superficial ways, like when I go out to eat or whatever, I patronize the neighborhood restaurants. But that's something I would like to work on.

Caryn: I mean, I think from my experience, it's something that you have to keep working on. Because it's so easy to come back into the online box. What's a myth that other people believe about you that you let them keep?

Simone: Nothing. I think like I constantly break those myths. People think that I am relentlessly confident and I remind them every chance I get that I'm not, and that I have breakdowns all the time. People think that I am just always fun and I'm not. I'm a very depressed person. I talk about that all the time too.

And I think there's so much power there to break people's illusions and help them feel more okay with their own human experience by telling them about my human experience, and how it's okay for me.

Caryn: I really appreciate that about you.

Simone: Thank you. I appreciate that about you too.

Caryn: Thanks. Alright, those are the questions that I have. And before we wrap up, I'd just like to ask if there's any other stakes you want to put in the ground or things you want to ask or check in on.

Simone: I think this has been such a beautiful and rich conversation and Caryn and I did interview for my podcast when my podcast first launched.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Probably more than a year ago. And I love that we got to circle back and why not just decide we're going to circle back again in another year and a half, I don't know.

Caryn: Yes, let's do it. I'll be back on your podcast. That is really fun. I remember our episode well. I just recently went back and listened to it because I was like, all these things live out there, they exist still because the internet.

And I wonder once in a while like, am I still standing for the same things? Do things still line up for me today like they did then? Not for any reasons to beat myself up, but genuine curiosity. And our episode was fantastic, it was really fun.

Simone: I think the most essential things that we believe in are the unchanging truths. The things that we champion. And when we confirm the truth of that, it just feels so good. I often have that thought about stuff I produced years ago.

And it's like, would I say it exactly the same way now? Probably not. But is the essence of it still just as alive and vibrant? Yes. And I think for that we can pat ourselves on the back a little bit, like you're doing a good job.

Caryn: We're doing it, we're out there. So if people want to find you on the internet, and we'll link all the things in the show notes, where do you most...

Simone: Come hang out with my on Instagram. That's where I am a lot nowadays. I'm @simone.grace.seol. You'll find the links.

Caryn: Thank you for being here and for being a place that brings more joy, a person that brings more joy. What do you call that? You're a joy extractor and a joy amplifier.

Simone: I love that. I think that's it.

Caryn: Okay, I appreciate it.

Ep #179: The Price of a Joyful Business with Caryn Gillen

Simone: Thank you for having me and thank you for being such a calm, grounded, Zen center of power and influence as well.

Caryn: You bet. I'm here for it. I love all the kinds. Thank you.

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