

Ep #195: How to Make Better Business Decisions

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With Your Host

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Ep #195: How to Make Better Business Decisions

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, are you ready to get total clarity on how to make business decisions and how to make different kinds of decisions as efficiently as possible.

Let's talk about it. There's so much drama and confusion when it comes to businesses. I want to present to the framework, the paradigm that I use to think about all these things, that I hope are going to organize your thoughts and experiences into very clear heuristics. Then, your decisions are going to be like, boom, boom, boom. Okay, so let's go.

I humbly submit, that's a joke, I'm not really humbly submitting. I'm very arrogantly submitting, because I believe that everyone should know this. And I believe that I'm right. I proudly, confidently submit to you that there are three kinds of business decisions. And it's very important that you know, every time you want to make a decision, which is which.

So, here are the three types of business decisions; whatever you want to decide on, falls into one of these three categories. One, there are cosmetic decisions. Two, there are structural decisions. And three, there are energetic decisions. So cosmetic, structural, and energetic.

Now, going to tell you what these are. Cosmetic decisions are what that sounds like. Meaning, the decisions that go into determining what things look like on the outside; it's a surface layer. So, cosmetic decisions are things like: What to name your podcast. What to call yourself as a coach. What to name your offer. What brand colors you should have. What font you should use. What your Instagram grid should look like. What the design of your marketing email should look like. What photos to use. Whether you take professional photos.

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It's all things that pertain to how things look, and what they're called. All the things that pertain to the outside, those are cosmetic decisions. It's like makeup; what things look like, what you call them, all outside makeup stuff, it's cosmetic decisions.

Secondly, let's talk about structural decisions. Structural decisions are how you put form to what you're doing. Structure is about form. So, how you should structure your offers. How long is it? How much it should be? The pricing itself, that is a form that your offer takes.

How often you should put out marketing content. Whether you should do sales calls. How you should do the sales calls. Whether you should talk about your price before your sales calls. Your onboarding process, the way you write copy, the way you do launches, it's all about the form. All of these. Anything that has to do with form; structural decisions.

Now, here's the last kind, third kind. Spoiler alert, the most important kind is energetic decisions. Here's what I mean by energetic decisions; who you think of yourself as being, like your identity. Your self-concept, your beliefs, your beliefs about the future, your beliefs about who your clients are, where they are, what's possible for them, what's inevitable for them.

Your beliefs about your offer, exactly what it does, what it enables for people. Your capacity to serve, your capacity to give, your creativity, your energy, your capacity to receive, that's all in your nervous system.

How much can you receive? How much can you give? Those are two sides of the same coin. The quality of the relationship that you have with yourself. Are you an asshole to yourself? Are you kind to yourself? The quality of relationship that you have with the spirit of your business. Do you trust the spirit of your business? Or, are you always needing them to prove something to you?

The quality of relationships that you have with your audience, with your clients. All of these are intangible. They determine what kind of energy you give off, the essence. That is the essence of what you are offering in your

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business. It's the energy. Any decision that goes into this, any work that you do on this: on your beliefs, your energy, your receptivity, the qualities with which you show up, how you show up, who you are when you show up, all this intangible stuff; energetic decisions.

Now, most people treat these three decisions completely wrong. Meaning, they spend the most amount of time on cosmetic decisions and structural decisions. It actually pains me, the truth of how most people spend the most time on cosmetic decisions like, "What should I name myself? What kind of coach am I? I think I need a better website. I think I need professional branding. I think I need to invest in..."

Structural decisions, too. It's like, "I think I need a strategist to come tell me how I should market." That's structure stuff; how you put form to the essence. Remember, that's what structural decisions mean. "I need someone to come tell me how to run my launches. I need someone to tell me exactly how to post. I need someone to tell me how I should structure my funnel."

Again, structural decisions; most people live here. And you will truly distinguish yourself, as a coach and as an entrepreneur, if you're willing to do the opposite. Which is put the most amount of time and energy into your energetic decisions and commitments, and spend only a little bit of time on cosmetic and structural decisions. Think about it.

Speaking of cosmetic decisions, the cosmetics don't do most of the talking. Like I said, cosmetics is makeup. You can put makeup on. You can put makeup on, let's say, the type of person that is the opposite of the type that you're usually attracted to. And they might look great. And you might even be like, "Hey, you look amazing." But are you turned on? No, because they're the opposite of the type that you're attracted to.

Whereas, if it is the kind of person that you're easily, effortlessly, passionately attracted to, you're like, "Oh, this kind of person does it for me physically." They don't even need any makeup. You're just into it. I mean, a little makeup can be fun. It can enhance what's already there. But did you

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hear me say that? Makeup, cosmetic decisions can only enhance what's there.

If what's there is not doing it for me, you can put makeup on it all day long; not going to do it for me. If you're my type, and I find you and your beingness very hot, and you're not wearing any makeup or your makeup is very basic, or even if it's a little messed up, do I really care?

I'm a pretty typical, cisgender heterosexual woman. I just watched the original *Top Gun* movie from the 80's with Tom Cruise. And I was like, "Ooooh, Tom Cruise in the 80's." Very attractive to me. If you put a little makeup on Tom Cruise, and you made him, I don't know, you mess it up a little bit, do I care? No! He's very hot, to me.

Please do not spend so much of your time being tortured over your cosmetic decisions. As soon as you identify that something is a cosmetic decision, you have to immediately decide, "My mind wants to make me believe that this matters a lot. I feel like everything hinges on whether I get this podcast name just right. Everything hinges on me saying the right words in my Instagram bio. Everything hinges on me having pretty photos," whatever. None of that matters.

I mean, they matter as much as makeup matters on a person. What's underneath the makeup, both physically and emotionally? Who is the person underneath the makeup? That is the essence. That is your energy. That is what drives the quality of your relationships with people.

So actually, I'm just going to tell you, right now, exactly how much time you should spend on each kind of decision. If it's a cosmetic decision, give yourself a day, an hour, I don't know, 10 minutes. Think about it. You know, ask other people, poll around, search the internet, whatever. And then, decide.

You cannot give yourself more than that, more than a day to think about it. Any longer than that, you're just indulging in indecision. You're literally just wasting time distracting yourself from energetic work that you haven't done.

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You're just putting lipstick on a mess, a little bronzer, and you're like, "Ooh, is this the right shade of bronzer?" It doesn't matter. Look at what's inside. Okay?

If it's a structural decision; pricing, structure of an offer, how you do things. What things look like, is cosmetic. How you do things, is structural. Ask yourself; what's the decision that best supports the energetic essence of what's there? So, for example, if you're deciding on pricing, ask yourself; what energy, what belief, or what quality, what value do I want to communicate through my pricing?

Maybe you price very expansively. You know, one of my brilliant clients and colleagues, Serena Hicks, says, "My price isn't expensive, it's expansive." And that means for some clients, it's a stretch. But it's a stretch that stretches your being. It stretches your potential to receive. It makes you step up to more, and have more, for the rest of your life. Because you are all about that expansion. Serena is all about that expansion, right?

So that is expansive pricing; your pricing reflects that energetic quality. Maybe you, on the other hand, price very accessibly, because you value ease and generosity. "Here's a price point that allows people to say 'yes' to me easily. And that creates opportunities for lots of exchange of value, which benefits me, benefits you. And so, what I want, the quality that's so important to me is generosity."

Notice, I'm not talking about in terms of the right thing to do. There's no right decision that's going to make you the most money. There's no, "This is not going to work. That's going to work," The right decision, the decision that's going to make you the most money, is the decision that's aligned. It's backed up by a strong, energetic commitment.

You've got a structural decision; you can spend a little bit more time on structural decisions than cosmetic ones. You can think about it, get coaching on it. But don't spend too much time. If you're debating about the structure of something; the pricing, how you market... If you're debating the how with yourself, for weeks and months, that's spending way too long.

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Just decide. Decide, get coached on it, spend a few days, spend a week or two, I don't know, there's no structural decision that can sabotage the energetic essence of what's already there. Remember how I said cosmetics can only enhance what's there? Structural decisions can also only support what's already there. It cannot, add to it or subtract from it. Well, I guess it can subtract from it if you're creating a container that's very wrong for your values.

If you want to be generous, and if you want to invite your clients into an experience of abundance and having abundance in your lives, and you make pricing decisions based on feeling very urgent and scarce, that's not going to work because there's a discordance between the structural decision and the energetic essence of what's there.

So, as long as you're making a structural decision that represents the energetic essence that's already there... If you want to invite people into feeling abundant, you've got to feel abundant, and you've got to have pricing structure, whatever, that represents that abundance, right?

For example, if you're doing that, if you're aligning those things, you cannot decide wrong. If you keep finding yourself switching back and forth, flip-flopping, in terms of structural things, that's, again, probably a symptom that your energetic decisions are wobbly.

So, like I said, energetic decisions; they are the most important. You should put the greatest amount of thought, and care, and attention into these. This is the part that you can't rush; your beliefs, your readiness, and your nervous system to receive, and to give, and to serve, and to create. That's the part that you can't rush.

You can't skip this part by hiring a consultant. You can't ask a coach to solve this for you. There are no hacks for energetic work. There are no shortcuts. That's why I love business building so much, you guys. It's so honest. No matter how fancy and beautiful your cosmetics are, no matter how brilliantly strategic your structural decisions are, if what's truly there,

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the energetic essence of it, if it's not true, if it has holes, if it's not aligned, if it's not valuable to your clients, there is no business.

And there are so many examples of this. Businesses with perfect cosmetics, perfect makeup, very strategically, well thought-out decisions and the energy there, is all wonky. I think I'm kind of the opposite. I'm almost too sloppy with cosmetic decisions. I don't care that much about making things beautiful and perfect. I can be sloppy about structural decisions too, here and there.

Sometimes I'll be launching something or I'll be selling something, and I'll totally forget to mention it on the podcast. I'm like, "Oh, I never talked about that on my podcast," I just didn't remember to. That's probably not the best structural decision making, but guess what? None of them have been all that consequential. They kind of matter, but also, they don't.

Why? Because I spend all of my time and energy getting the energetics right. Energetic decisions, again; who you're believing you are, all of your insights, that's where your integrity comes from. It's what inspires that unconscious trust from your clients. It's what makes them feel safe to trust you, and work with you, and pay you.

I have to say, you have to meet your own energetic decisions with action. Energetic decisions that aren't backed up by your willingness to put in the work, will get uncomfortable, fail, and get your ego bruised. Get back up and try again. If you're not doing that, your energetic decisions are lacking in substance. They're lacking in resilience. They're lacking in hardiness. Lacking in a kind of sturdiness of relationship with yourself, and the spirit of your business.

A lot of coaches tell me, "I'm totally aligned. I have all the beliefs. I have all these wonderful thoughts. I totally believe in myself and my clients," and whatever. And so, "Why aren't the clients pouring in? Why am I not getting the results I want?" When they tell me that, I 100% believe they're telling me the truth. I do believe that they have all these wonderful beliefs.

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But I get curious about the level of trust they have. It makes me look at the quality of the relationships they have with themselves and their goals. Do they need things to immediately go their way? Do they need to get immediate hits of dopamine release? Or, do they need the universe to affirm that they're doing the right thing every time?

Or, are they so deeply in belief, so committed to what they're creating and who they're serving, that every time they fail, they're like, "This is exciting. It's an opportunity for me to learn more?" Do they love the work more than they love the end result? Are they using the goal and the work to escape the discomfort of where they are? And the discomfort of not having a great relationship with themselves?

Or, do they love themselves? Do they have an amazing relationship with themselves? And are they using the goal, are they using all the business stuff as an opportunity to grow that even more? Are they really doing it just because they think the success is going to make them feel better? Or, are they enjoying the process of failing and learning, as much as the success?

All these questions tell me something about the quality of relationship they have with themselves, and their businesses. All of that, makes up the composite total of your energetic decisions. This is what I talk about all day long. This is primarily the work we do in *Joyful Marketing*.

I don't coach or teach on a lot of things that other people teach, in terms of marketing. In terms of the cosmetic decisions, structural decisions. Not because I don't think they matter, but because I know that when you are willing to spend 90% of your time working on energetic decisions and backing those up with aligned action that strengthen your energetic commitments, you will succeed in a way that far, far blows past the norm in the industry.

If you're willing to spend 90% of your time on energy, and backing that up with aligned action, and 8% of your time... We did 90%, so the remaining is 10%. And the remaining 10%; if you're willing to spend 8% of those on structural decisions, and the remaining 2% on cosmetic decisions... I swear

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to you, most people are doing the total opposite. Most people are spending like 60% of their time and energy on cosmetic shit. Like, “What do I call myself? How do I want my business to look like from the outside?”

They're spending like 40%, 50%, 60% of their time on structural decisions, as well. “What's my launch strategy? What's my marketing strategy? What do I talk about?” All that is structural. Most people are doing it completely opposite.

If you're willing to flip that ratio, have 90% of your time and energy on the energetic essence, aligning the energetic essence, and backing that up with action, you will stand out far above and beyond what you normally see. Your results will truly stand out, far above and beyond.

I've heard people say this and I believe it so strongly, all of business is just like self-love, training on ecstasy. It's like you're taking the express train to loving yourself. You're taking the express train to do the highest level of spiritual work on yourself. That is what business building is.

If you're not treating it like that, if you're trying to hack that process with cosmetics and structural shit, it's just going to take you that much longer. So please.

Here's a summary. If you're wondering about something, if you're finding yourself tortured over something, if you're thinking about something, trying to decide, ask yourself; is this cosmetic, structural, or energetic? Is this concerning how things look? Or, is this concerning how things are done and delivered? Or, is it concerning the “what,” of what's actually inside you that you're communicating?

According to that, decide how much time, energy you're going to spend on it. If it's cosmetic spend very little. If it's structural, spend a little bit more but still pretty little. And if it's energetic, that's where the meat is. That's where the magic is.

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All right, my friends. Here's to wise and effective decision making. I'll talk to you next week. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you 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.