

Ep #200: Better Than an “I Help” Statement

Full Episode Transcript



With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I’m Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram followers, or complicated sales funnels. It’s not rocket science, and you can do it too. Listen on to find out how.

Hello, my friends. This week's episode might be the shortest and the punchiest episode of all, and when I say punchy, you might literally feel you’ve been punched energetically. Just because it's going to be a wake-up call, but it's going to feel good, I think. Well, I really think it's going to be useful for you. So, hear me out.

I think that we should all replace our “I help” statements. You know those “I help” statements that so many people think they should have? And so many other people out there, tell other people that they should have, right? “I help” blah, blah, blah, do blah, blah, blah. “I help” moms who... “I help” doctors who blah, blah, blah, do blah, blah, blah. “I help” overachieving women who blah, blah, blah, do blah, blah, blah. So, “I help” statements.

What I have observed over and over and over about “I help” statements are, that they, one, give people so much angst. So much angst, so much anxiety. Everybody is forever going over their “I help” statement over and over and over again. Trying to find the perfect words, agonizing over the perfect words; how can I make it clear exactly who “I help” and how “I help”? And, it all feels awful.

And for all of that energy expenditure, what do we have? You know, I recently had an opportunity to read dozens and dozens and dozens and dozens, if not hundreds, of “I help” statements by coaches, like all in one place. Because I just opened Simone’s Summer camp, and everyone was introducing themselves.

This is a group of the most phenomenally creative, brilliant, passionate coaches and healers, energy workers, teachers, that I've seen. Everyone was sharing their bios, who they are, their introductions, and there's all

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these “I help” statements. And, I could not help but observe how truly similar they all were.

Listen, no matter how truly unique and creative you are, the “I help” statement, it can only take you so far because the format itself is so limiting, right? Like, “I help” such and such group of people, in which you identify a specific group of people with just a few words. And you help them do blah, blah, blah, in which case, you have to identify what the outcome is, again, in a few words.

That's why I think so many life coaches find it so challenging to boil down the profound, complex, multifaceted, magical impact of their work. How do we boil it down to a few words? How do we just squeeze it down to a few words of the “I help” sentence? That's why it's so hard. And that's why, even with their best effort, a lot of times, the end effect just ends up falling flat, and they all kind of end up sounding like everybody else's.

That really brings me pain, because I know how truly uniquely magical each coach is, and how each person is an entire frickin' universe onto their own. And, I'm literally in awe every time I have the opportunity to meet a new life coach and talk to them because I'm like, “Oh my gosh, this human being is so great.”

I want everyone, I want you to have something by which to introduce yourself. A way where you can talk about your work without the “I help” statement, without the sort of formulaic “I help” blah, blah, blah, do blah, blah, blah. “I help” blah, blah, blah, solve this problem blah, blah, blah, without that formula.

There are so many opportunities for how you talk about yourself, to come alive, when you get out of that formula. So, we played with this in Simone's Summer Camp, and the results have been so much fun. I want to share it with you, in the podcast, as well. So, I hereby decree... You know, hold on, before I say that, I just want to mention, if you love, love, love your “I help”

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statement, and you're like, “You're not going to pry it out of my dead hands. Simone. I love my “I help” statement. I'm not going to change it.” I will say, power to you, love it, love it. You keep what works for you.

But this episode is for, I think probably the majority of you, who don't love your “I help” statement. So, I hereby decree that if you hate your “I help” statement you can do this instead, we're gonna replace it with this: I give a shit that...

What do you give a shit about? What do you care about? I give a shit that moms, fill in the blank, right? I give a shit that people with ADHD... I give a shit that all sensitive, creative souls in the world do X, Y, Z. What do you give a shit about? Try filling out the rest of that sentence: I give a shit that...

Or, try this: I profoundly fucking care that... What do you profoundly fucking care about? What do you care about, right? Just consider this sentence; I profoundly fucking care that... Fill in the blank and try writing the sentence out a few times. I profoundly fucking care that... And, I also profoundly fucking care that blah blah blah.

Some other options you can play with: No blank is going to blank under my watch. Think about this in terms of your work: No middle-aged woman is going to X, Y, Z under my watch, right? What would that sentence be for you?

Here's another option you can play with: I refuse to sit and watch X, Y, Z. What do you refuse to sit and watch?

Here's another one: Blank blank and I will die on this hill. Which hill would you die on, right? I will die on this hill; what is it? I believe blah, blah, blah. This should blah, blah, blah. There will be no more blah, blah, blah in the world, and I will die on this hill. This is wrong and I will die on this hill. This needs to change and I will die on this hill. What is it? These people should

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have more of that and I will die on this hill. We, as a society, must X, Y, Z and I will die on this hill. What is that for you?

Here's the last one I want to leave you with: It gripes my ass when... What grips your ass? Right? ... gripes my ass; fill in the blank.

Do you see what this gets at? How much more of your lively, urgent passion, and conviction, that is very specific to you, all these statements evoke? I'm not offering this to you as, “You must use these if you want to do it right,” or whatever. That's not what I mean at all. I'm just offering these statements to you, these formulas, as something that can jog your imagination.

Something that can get you thinking about alternate ways you can talk about what you really care about, what you're really here for. What makes you get up in the morning? What lights your ass on fire? There's another sentence: What lights my ass on fire is blah, blah, blah.

Try this next time somebody asks you, “Hey, so what do you do? You're a life coach? What's that all about?” You can start, instead of “I help...,” you can say something, “Well, you know, I realized one day, that no blank is going to blank under my watch. And, I'm going to do something about it. That's why I'm a life coach.” Somebody says, “Hey, what do you do?” You say, “You know what? I care profoundly, I give a giant fuck that... And, that's what I do. I help people with that.” “It gripes my ass when... happens, so the work I do is...”

So much more fun, so much more lively, so much more vivid. It conveys so much of who you are, in my opinion, than “I help” blank with blank statement. Something for you to play with. Something for you to just roll over in your mind, just spend a little bit of time journaling on. And once you've written down some of this, I recommend you either visit the transcript of this episode, or you can just write some things down.

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After you have that, consider putting it on your social media bio, or just proclaim it, declare on social media; I believe this... I give a shit that... I care profoundly that X, Y, Z... Use it as your copy. Put it in your post. Put it in your email, that can be your whole email just by itself: You know what, you guys? You know what, my friends? You know, my readers? No blank is going to blank under my watch.

Let that be a prompt. You can riff on that. You can put it on your ‘about’ page on your website. You can put it in your sales pages. Put that on your sales page: It gripes my ass when this happens. I refuse to sit and watch while you blah blah blah. Something along these lines. You know, these are my words, but come up with yours, come up with your own.

You can use these statements in so many places. I'm willing to bet good money, that in all these places, it would take you so much further than an “I help” statement.

So, with my apologies for those who adore their “I help” statements; to each their own. If you love it, you love it. But for those who don't, I hope that today's episode provided you with some really refreshing alternatives.

Now, I'm going to go look forward to seeing everyone come up with way more interesting Instagram® bios, TikTok® bios; is that a thing, TikTok bios? I'm not on TikTok, yet. I'm trying to get on TikTok. LinkedIn® bios is going to look forward to everybody having more interesting bios as a result of this episode.

All right, my friends. I'll 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 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

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with you. So, get on that link in the show notes, and I'll see you in your inbox next time.