

Ep #202: When to quit your job, or get a new job

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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, how you doing? I am going to devote today's podcast episode to talking about something that I have addressed sort of over the years with my clients. But I realized, oh, I need to devote an episode specifically to this topic. So, we're going to talk about this. Today, we're going to talk about day jobs or just jobs.

There's so much confusion and anguish over the topic of whether to quit your job, when to quit your job, whether to get a job while you're doing a business, all these things. And, I want to present to you my way of looking at it, which I honestly think is so much better than sort of the prevailing mainstream view on this.

I want to offer you my view, because I really think it's going to alleviate a lot of people suffering and create a lot of clarity. I want to offer you my stance on when it's the "right time" to leave your job when you have a business, and when you should go get a job, how to think about it all, etc. So, let's get right down to it.

I think there is a toxic culture, within the world of online business, that kind of stigmatizes day jobs. That kind of looks down on people who have jobs, or if you have a job, you're encouraged to kind of almost think about it as something to escape from, something to graduate from. Something that you wouldn't need to deal with, if only you were awesome and you had a rocking business and you didn't need to work your job anymore.

First of all, I think that is a shitty way of looking at things. I don't know, it just first of all, it sets up this hierarchy between people who are working jobs and who aren't, which I think makes zero sense. Who said that having an

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online business is...? And being able to pay your bills with your business is somehow superior to working a job. It's not superior in any way. It's not morally superior; it's not superior just in any way.

Having a job is not something to be ashamed of. Having a job is amazing. Having a job means you are putting your gifts, the resources inside you, to good use, to be of benefit to society, and be compensated for it. So, you can pay your bills and do what you want in your life. That is what having a job means.

Let me tell you this, I frequently think about getting a job, because I have this sort of you can call it a spiritual practice, I guess. I also know it as a stoic practice, a practice within the philosophy of stoicism. I actually started doing it on my own. And then, I read about stoicism and I realized that this is one of the stoic teachings and practices. Where I think about... I often entertain my "worse-case scenario."

Stoics recommend this practice because often, having the worse-case scenario in your mind helps you to make peace with it, and helps you to put whatever is currently happening in perspective. So, for example, I think about getting a job a lot as part of my "worse-case scenario," if my business were to go belly up, for some reason.

And I put worse-case scenario in quotes because that's not the actual worse-case scenario. My actual real worse-case scenario, that I fear, is our planet being hit by an asteroid and all of us being wiped out like the dinosaurs. That really grips me with a lot of fear. That is my actual worse-case scenario; or, nuclear war. That's horrible. That's the actual worse-case scenario.

But for the purposes of what we're talking about, something that I often think about is, what it would be like if my business completely got destroyed for some reason, and I wasn't able to make money with it anymore, my reputation got ruined, whatever. And, I often take myself to that place in my

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imagination, because again, it helps me. It helps my mental health a lot. It helps me to keep myself in perspective, to be able to put whatever is happening in context.

So, I often think about what I would do if my business wasn't viable anymore, and I couldn't do it anymore. And, I think about how okay I would be? How I would make myself okay? How I would create meaning and fulfillment and, purpose in my life, in that situation? How I would be happy?

And, part of that picture is getting a job. If I couldn't do my business anymore, I would go get a job, and I would happily go get a job. I understand that not all jobs aren't necessarily happy jobs. Some jobs, you just do them to pay the bills. And, some jobs that I've had were a better fit for my personality than others. But I always felt it was such an honor to be employed, to be trusted to do a job, to do a task for other people, to be useful.

I remember walking into the first day, of so many jobs that I've had, feeling so lucky. And I also remember, times when I was unemployed, when I didn't have a business or anything, I was just unemployed. I was looking for a job, and I didn't have a job. I remember how badly I wanted to feel useful to society. And when I did get a job, what made me really happy was the feeling of; oh my gosh, I can now be useful to other people, I can be useful to society.

Okay, and then, I had to go to therapy and get coaching on all the ways I was conflating my self-worth to my usefulness. But anyway, let's not go off on that tangent, because I think it's healthy. I think it's a good thing to feel good about being useful. And I think, I would just go to feeling those feelings again.

Like, if I were to get a job, what kind of job would I get, where I'm able to use my skill set? And, I imagined myself finding a challenge, and a joy, and

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satisfaction, and meaning, and purpose and enrichment, in that scenario where I go get a job.

I think about how that would be fine. I think about how I would go to that job and make new friends. I would go to that job and have relationships that enrich my life. I would, be challenged in ways that grow me. I would make money, with which I would pay the bills for my family.

I would have less money than I do, now. I mean, I make millions a year now, and I think most jobs pay less than millions a year. But then, I think about how I can get used to anything. Humans are creatures of habit, and if I got used to making a lot less money, I would just also get used to spending money in a new way and saving money in a new way. And that will just become my new norm, right?

I always am thinking about these things, because I never want to do business, I never want to make business decisions, from a place of fearing that all of this is gonna go away. I feel that having a death grip on what you've achieved and accumulated because you live in fear of it going away, is a horrible way to live. It's just terrible. It's not fun.

So, contemplating my worse-case scenario, sort of frees me up from this death grip that I have, that I would have maybe, if I were being unconscious about it. Like oh, my gosh, I worked so hard to build this business. It can never go away. It can never fail. I have to do whatever it takes to keep this going because it's what defines me. And without it, I would die." I don't have that attitude because I would get a job. If this business went belly up, I would figure it out.

So, in my own personal mind, in my own personal brain, that's how I think about things. Now, I encourage my clients to think about things the same way. What is the actual big fucking deal if you have to go get a job? Or, if you want to get a job. I have many clients who confess to me; I actually like

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my job. There is no hierarchy. Having a job is a beautiful thing. It is a noble thing.

So, speaking of noble things, I think it's a very noble thing to have a job that you work while you are building your business. Even if the business is what you want to be doing full time, and you are working hard towards that outcome. Because here's what it tells me when somebody is building their business and has a day job.

What it tells me is that they're responsible people. What it tells me is that they take all the ways that they can contribute to society seriously. What it tells me is that they're mature. What it tells me is that it's important for them to put their affairs in order.

All of that is the mark, being able to do a job and grow your business at the same time, is the mark of somebody who can prioritize things. It's a mark of somebody who can multitask, who can get a lot of things done in a short time. You know that saying, "If you want something done, ask a busy person?" That is what I'm talking about.

There is nothing especially noble about not having a job. Now, many of us, I'm assuming, many of you listen to this podcast, I assume, want to do your business full time. And again, that's beautiful, too. Hello, I do my business full time; I freaking love it. It's a beautiful thing to aspire to. It's a beautiful thing to have.

Here's what I advise about when it's a good time to quit your day job. I think it's a good time to... This is exactly what I teach my clients or what I advise them. It's a good time to quit your day job when your business has proven itself to be self-sustaining. When it has consistent income that you can live from.

And, I don't mean you had your first big income month, and now you're like, "Oh, my gosh, I've just broken through. I've made it." No, no, no, I don't

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mean that. I mean, consistent. Do that when your business can consistently, reliably pay the bills, or pay for the lifestyle you want? That's when you quit your job.

Because of almost kind of fetishization. Is that a word? I just made that up; fetishization. It's like you make a fetish out of not having a job and 'going all in on my business;' that culture and online business. I think people want to quit their jobs way too soon. And, they think it's kind of a buzzkill when I say, "No, don't quit your job. Only quit your job when your business is self-sustaining."

But here's why I say that: Because, guys, I've been doing this a while, and I have observed so, so, so, so, so many businesses go up and down in their growth directories. And here's what I know, the number one killer of sales is the pressure to pay the bills. The number one thing that stifles business owners' creativity, and their energy, and mucks up their energy... And, when your energy is all mucked up, it dries up your sales.

The number one business killer is the pressure for the business to make money. Like, "If this doesn't make money, then we're screwed, and we can't pay the bills. I have to sign a client, otherwise X, Y, Z is gonna happen." Would you want to hire somebody who's looking to you to be the solution to their, to the bills that have to be paid?

Seriously, think about this right now. You're thinking of working with a life coach, with a whatever coach, health coach, whatever, would you want to work with somebody who's looking at you, a prospect, like you are to be the salvation for their financial shit? No, nobody wants to work with that person.

So, I don't want any of you to end up in that situation where you are desperate, and whenever you see prospective clients, you are seeing dollar signs, because you need to pay the bills. That is a horrible place to do business from; it's not fun, I do not recommend it. And, that is why I recommend that unless you independently have support, maybe you are

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independently wealthy, maybe if support from family, and maybe you whatever. In that case, whatever, do whatever you want.

But if you are relying on your job to pay the bills, relying on your job to pay the bills is so much better for your business than relying on every new prospective client you meet to pay your bills. Or, making yourself vulnerable to situations where when you seek prospective clients, what you see is dollar signs, and the urgency of 'I have to pay my bills.' So, that's what I am nudging you against.

I am nudging you towards sufficiency. I am nudging you towards a reality where you're looking at prospective clients, and you're like, "Yeah, I'd love to work with you, but I don't need to; you're not my salvation. You're not responsible for paying my bills. I'm responsible for paying my bills, and I can't pay my bills. And, I can show up for you from that sufficiency, from that generosity, because I don't have that neediness happening, that financial neediness. I'm not making the clients responsible for my finances."

So, from that sufficient place, you're going to be able to do your best work. That's when you're going to be able to do your best marketing, your best selling. That's when you are most likely to make the most amount of money.

Let's recap. There's nothing wrong, or shameful, or less than at all about having a day job. That's a funny word, isn't it? Day job. What does that mean? As opposed to a night job? Having a job, job, right? It's an honorable thing. It's a really cool thing. There's just this whole hierarchy that we set up, in my opinion, is bullshit.

However, this is a Byron Katie quote that I often invoke which is like, "Whatever way you can be of service, is so good." That's not her exact quote, but that's how I remember it. However, you can be useful, however you can be of service to other humans, to the world, is a beautiful thing. So, let's take that stigma out.

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You should only quit your job if you know your business has gotten to a point where it is consistently bringing you income that meets your needs to live on. Now, I do want to be sure to say, I know that there is such a thing as abusive, toxic work situations that are literally bad for you. And, I am most definitely not saying stay in abusive, toxic work situations, and staying there is better than not saying there; I'm not saying that.

I am saying, do what it takes to avoid the situation of putting all the financial pressure on your business. So much of how entrepreneurship works is that income is inconsistent. And, I consider myself to have a very consistent business. I have a very high revenue business, that is very healthy in every way. And yet, sometimes I have very high months, and sometimes I have very low months. And it's just part of the flow of business, right?

I always tell my clients, if you want consistent income, same every single month, then go get a job. You get this check with the same dollar amount every single month. That's not how it works in entrepreneurship; income goes up and income goes down.

There's a lot of emotional maturity that it takes, that you have to develop on the way, that I developed on the way; the hard way, which I think is the way everybody develops it. Which kind of makes you kind of zen about navigating all the ups and downs of business. When you have a low-income month, you understand it's just part of the flow of things; there's some low months, there's always some high months, it's just how it goes.

And now, I'm no longer freaked out about it. But in the beginning, if you don't think you have the emotional maturity, to sort of keep a level head and keep perspective, and not freak out... If you have several low months in a row, then the reason that I recommend you have a job, is because having a job is going to kind of give you padding. It's going to give you a cushion from the sort of freak-out you might have, if you're relying on your business as a source of income.

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So, everything I'm saying, it's for your mental health. It's for your emotional, energetic sturdiness, on which so much of your marketing and selling effectiveness hinges. We sell best, we market best, when we feel like we're okay, when we're sufficient. Where we're not needing for the next client to come save us. Do whatever it takes to be in that place of sufficiency when you approach your business, as opposed to asking your business to provide it for you.

If you happen to have a toxic, abusive work situation, I am not saying you have to stay in there no matter what. I would go look for a different job. Get support in transitioning to another employment arrangement that suits you better, that is better for your mental health. But putting that pressure on your business is not going to solve problems in your business; it might actually exacerbate them.

Okay, caveat; there will be times, and there have been times, when my clients quit their jobs before they created consistent income from their businesses. And, I encouraged them and I cheered them on. I was like, "Yeah, quit that job." And those times, when I did that, I want to explain the context, is that they usually weren't... Like their entire personal finances weren't hinging on their business bringing in money; they had some cushion.

And, how do I put this? Okay, it's kind of like this, when I talk to a client who's contemplating quitting their jobs, I try to get a feel for whether that's coming from a place of strength and a bigness, and going towards what they really want. Or, if it's coming from a place of kind of trying to escape what they don't want. It's a very subtle thing.

And, I can't even really tell you how I can tell. But I mean, you could probably tell in yourself, too, if you're being really honest with yourself. I feel really good about encouraging my clients to quit their jobs if they're not dying to quit. If they're not in this frenzied hurry to quit. If they're not pinning all their hopes and dreams on quitting, and sort of the exciting rush of

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“going all in.” And if they have a financial cushion, because again, my priority...

I don't care whether you have a job or not, that's not what I care about. What I care about is your mental health, your ability to sort of weather the waters of entrepreneurship with calm and wisdom, because that's how you're going to make money with your business. That's what I care about.

Now, let's think about when you should go get a job. I think there are lots of places in entrepreneurship, when it helps to ease the pressure by just going and get a job. And once again, because of the bullshit, toxic culture around this, a lot of people are tempted to feel ashamed about it. Like they've somehow failed. And once again, that is totally stupid.

I mean, not that you're stupid, but the culture that encourages you to feel ashamed about it is stupid, and we're gonna boycott that shit. So here is how I recommend if you are contemplating getting a job to supplement your income. Getting a job to ease the financial pressure on your coaching business. Here's how I recommend you think about it.

I never think about getting a job as somehow giving up or anything like that. Again, that's toxic culture. That's bullshit. The way I think about getting a job, when you're an entrepreneur, is... I think of it like you're allowing the universe to flow money towards you in a bunch of different ways.

When you have a death grip on your business, needing to be the only thing that makes you money, that's you saying to the universe, “Universe, I will accept money and abundance, but only through this one channel. I'm only going to open this door, through which you can flow abundance towards me. I'm not going to open any of the other doors. All the other channels, I am blocking; I do not want abundance. If you want to send me abundance and has to be through this door.”

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Where the universe is like, “But there's so much abundance I want to send you. I want to give you so much money, through all these different channels. So, why are you so closed to all the ways I want to send you money?” And you're like, “No, I don't want it.”

If you get a job, if you pick up different gigs, that means you're open to the universe sending you money through different channels. That means you're open to more ways of receiving. I encourage you to think about it that way.

I know so many coaches, so many people in my community who are coaches, but they are so multi-talented. They've done so many different jobs, they have so many different talents, they have so many different skill sets, they can go get a bunch of different jobs. They can do a bunch of different kinds of gigs.

And, I feel like every talent you have, everything you know how to do, every skill, it's a way the universe can take advantage of, to flow more money your way. So, why not let the universe flow more money your way? Saying yes to money coming towards you in one way, doesn't mean you have to commit to that forever. It doesn't mean that has to be your only thing. But it says, “Hey, if the universe wants to send me the money this way, I'll take it.”

I think that is such a better way of looking at it. And, it's also true. I love living with this belief of the universe always wants to flow money my way. The universe always wants to flow abundance my way. It always wants to flow love my way.

And if I'm not feeling the love, it's because I'm blocking it somehow. How do I unblock it? If I'm not making the money, it's because the universe is offering me money and I'm blocking it somehow. How can I just shift my thinking to be open to more sources of money?

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Alright, my friends, I hope this entire episode helped you to feel better. Navigating all these questions about having a job, running a business, etc. Because if you really are juggling both, job and business, you just have to know one thing about what that means. It means you're a fucking badass.

So, keep being a badass. Keep working towards your dreams. Keep finding the joy and purpose, and pride and fulfillment, in being useful to the world in the ways that you can. And, letting the universe flow money towards you in all kinds of different ways.

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