

Ep #205: Simone Answers Personal Questions

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.

Simone: Hey, everybody, guess what? I am in New York City, in my hotel room with my friend, Rebecca Ives, who is physically here with me. Which is very exciting, because she is a client of mine in *Joyful Marketing*, and she is the amazing @the_content_queen. Is that right?

Rebecca: It's @the_content_queen with a couple underscores in there.

Simone: Okay, @the_content_queen with a couple underscores in there, on Instagram®. Rebecca Ives is a phenomenal content creator; she is an amazing marketing teacher. And we very much, see eye-to-eye on a lot of things. And yeah, I've been fortunate to have her as a client and friend, for a while. And we decided to meet up on my trip to New York City, which I'm on right now. And we were just chatting, and what happened Rebecca?

Rebecca: We were chatting. We were going in all different directions. We're sitting here in this like fabulous hotel. Like truly, Simone is just a fucking vibe, in person, for those of you guys who are curious. And we just thought it would be kind of fun for people to be a fly on the wall of this conversation, that's certainly beyond the typical scope of what she covers in this podcast.

Simone: Right. So, Rebecca was asking me a bunch of questions that had nothing to do with marketing and business. And she thought everyone would be interested to hear it. And I said, "Who wants to hear about my shit that's not professionally relevant?" And I realized, that's what I teach; is that people are just interested in you and they just want to get to know you. And how about just like a change of pace. Let's just have a fun conversation.

And Rebecca sold this to me as like; let's just like do an interview as if you're a Kardashian. And me, being a big fan of the Kardashians, I was like; okay, I'll just play a Kardashian for a while. Ask me all the things. So, I

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hope you enjoy this conversation with us. I have no idea what she's going to ask me. None of the answers have been rehearsed. I've had a glass of champagne or two. And so, no censorship. I'm just going to be honest with you all.

Rebecca: The raw, uncut Simone. Okay, first question, speaking of the Kardashians, what do you love about the Kardashians? Because I know you do really enjoy the Kardashians. What is it about that?

Simone: You know, I get hate, for being really into the Kardashians.

Rebecca: Really?

Simone: But I think they are very kind of unapologetically playing to something that people really want to numb out to. They're, you know, very beautiful in this very, sort of plastic L.A. sort of way. And they are this big vivacious family, from what it seems like. And, people are always interested in families. They have this really interesting sister dynamic. Their lives are opulent.

Yeah, and I think people hate them because they are so good at playing to exactly what people want to see and hear, and gossip about. They feed into that perfectly. And, I think there's something really enjoyable about that. Not all of my impulses are like, elevated and spiritual. Like, sometimes I just want to see really nicely dressed people, in really opulent surroundings, get into completely meaningless antics, drama.

And, it just like does my soul good to not have to think about any heavy issues for a while. I just enjoy that whole spectacle. I think Kim Kardashian is a beautiful woman. And I enjoy looking at her; she made me feel better about my curvy body. And this is like more, this is like raw honest truth y'all. Like, inside, I can't believe I'm admitting to all these things out loud. And also, I wear some of her products, from her brand. And I really like them.

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Rebecca: Are you bashful about this?

Simone: I am a little bashful. I'm a little embarrassed. I'm a big fan of SKIMS® products. And I'll probably go buy some... Whatever she sells, because her marketing always works on me, so...

Rebecca: Okay, one more Kardashian question. Do you have a favorite a favorite Kardashian or one that you most relate to?

Simone: Yeah, Kim.

Rebecca: Really?

Simone: She's the queen.

Rebecca: I thought you were going to say Khloe. I feel like Khloe is the one everyone chooses, but I love that it's Kim.

Simone: Why would anyone choose Khloe?

Rebecca: I don't know. She's like the relatable funny one.

Simone: I'm not... I don't find her relatable.

Rebecca: I think she's relatable. Whatever, I'm sure she's a lovely person.

Simone: I identify with Kim because she's the queen bee.

Rebecca: This is a whole other side of Simone. I'm so here for this.

Simone: Why is it so surprising?

Rebecca: It actually doesn't surprise me. But it just feels like the power energy, the queen bee energy, like you have that, but I don't think you lead with that, necessarily. Or, maybe you do. You're very socially conscious.

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You have a sense of humor. Kim does, too, though; I watched the *SNL* episode. Not to go on a sidetrack.

Simone: Here's what I love about Kim, well, I love lots of things about her. It's not that I think she's a perfect person at all, but what I love about her is that she's very... She's become more so, the older she got, I think. But she's very unapologetic about...

She's like, "I'm very vain. Like, I care so much about looking good." She owns it. Like, she owns her vanity. And she owns like, how rich and beautiful she is, and how much she enjoys being famous, and how it's very important for her to get famous. Like, she'll crack jokes about like, oh, you know, when she was up and coming, she was like, "I was so desperate to be famous. All I wanted to be... I like fantasize about being on the cover of this and that. I just like, so badly wanted to be famous."

And, she owns it. I love that. And I'm not like a... You're right, if I'm being really honest, like... Khloe's just...

Rebecca: Yeah, she doesn't do it for you.

Simone: She's like a nice peacemaker on the side, who can't get her own life together. I'm sorry. I'm sure she's like a totally nice person.

Rebecca: Yeah. Okay, got it. Okay. Okay. So, good sidetrack from the Kardashians, to... The next thing I wrote down was "bougie shit". So, you've got a huge like explosion in personal wealth and financial power, and opulence over the years, and you're very, like, stylish, fun person. What's your favorite like, bougie shit? What do you like to spend money on, outside of the philanthropy and outside of the business? But like, in the realm of lifestyle?

Simone: Okay. Thank you for asking me all the fun questions that I don't get to talk about. So, I think definitely, when I first started making a lot of money, is being able to spend money when I wanted, was new. Right? So,

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like every purchase that would have been outside of the bounds of what I used to be able to afford before, it was like a high.

And so, I think I definitely went on like a little bit of a consumerist like, you know, bender there. And, I don't think that's bad. I don't think oh, you know... It's like, I had money for the first time in my life. I wanted to enjoy it, and enjoy what that was like.

And I feel like, now that's been a couple of years, since I like hit my first million dollars and stuff, now, I'm a bit more, I'm a bit slower to make decisions with money. I'm a lot more intentional. And, I no longer get that high from just spending money.

And this is a philosophy that I inherited from my mom, but she says, "Even if it's \$1 and a half, if it's not adding that much value, then it's a waste of money. And even if something is like \$10,000, if it's adding that much value, then it's a steal. It's a good deal." Right? So, whether the number is high or is or low, doesn't determine whether it's a good deal, a good purchase, good value; it's what you get out of it.

So, I keep what she told me about that in mind, more and more. And so, if, you know, if it's something, I don't know, if it's something like that's normally \$20 discounted for, I don't know, \$12 like I go for the discount, when, you know, that the value of what I'm getting is commensurate to that.

But when it comes to even big purchases, where I feel like it really truly is that aligned value for me, then I don't skimp. And so, yeah, so, I don't buy as many expensive things as I used to. But what I do still like to splurge on is travel for my family. You know, I love, love, love... Even just for myself, like right now, I'm staying at a gorgeous five-star hotel.

Rebecca: You guys, it's beautiful. It's like wood everywhere, beautifully designed, like sun-drenched suite situation.

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Simone: And the reason that I like splurging on these hotels, is because... And, it's not just any five-star hotel, right? So, something that I realized about what five-star luxury experience means, it's not just plastering expensive shit all over the place. It's a genuine quality of service, where everything feels very intentional. And the people who are serving you, they exude this vibe of like, they're genuinely happy to like, have you.

That true hospitality, that comes from the heart. I have found over time, like experiencing different hotels around the world that, that's not something that money can manufacture. It really has to come from a kind of like, really like a heart of hospitality, which I think trickles down from having the right management.

So, I like to sort of do the research in advance, to look at which hotels are not just like expensive, but have genuine hospitality. Right? And genuine hospitality could be found in a hole-in-the-wall, as well as, in a fancy place. And to me, it's that heart. So, I love spending money on travel for myself, and especially for my family.

I think some of my biggest expenses this year, has been travel for my family. Because, you know, growing up, it was an exciting vacation if we could stay at a Holiday Inn™. And if we went to Denny's®, which was like our dinner out, like my parents didn't let us get an entree and appetizer. Like, that was too extravagant; we had to pick one.

Rebecca: And today, Simone was like, "Okay, let's get this, this, this, this, a bottle of champagne for the table.

Simone: Yeah, exactly. So, I love to splurge, you know, treat my family with that kind of thing. It feels like genuinely, so like worth it to my soul. And yeah.

Rebecca: That's so beautiful. I love it. So cool. Okay, so we're going to take a little detour from that side of things.

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Simone: You're such a good interviewer. I'm having fun.

Rebecca: Why, thank you. You know, growing up, I always thought it'd be fun to be like an on-air reporter. I didn't know the coaching industry existed. Okay, so we're going to talk about a spiritual topic, that I think every human being at, one point or another, has wondered about. What do you think happens when we die. Do you believe in an afterlife? Do you believe in reincarnation? What is death, to you?

Simone: Love this question. I will say, anyone who says they have 100% certainty about this, is lying. Because none of us has been there, as far as we can know. As far as we know, right? So, all of it is conjecture...

Rebecca: Wait, but you talked about, in an Instagram video you did recently, that you died in a dream. You said it felt like going to sleep, which I was like; oh, that's interesting. So, sidetracked...

Simone: No, no, this is good. So, I actually do have, you know, I have to say that it's a conjecture, because I like to be open to new possibilities. I like to be open to learning. I don't know that what I believe is true. However, this is the best guess I have, for what happens after I die. And, I do actually happen to believe deeply in it. Doesn't mean other people have to.

But you know, I've read a lot of near-death experience accounts, and I do believe that when we die, we get... I believe there is a tunnel at the end of which, there is a light, and we all follow it and we get absorbed back into, some people call it "Source". I do believe that it's actually... It's not just like a spiritual realm where everybody's like floating as like energy bodies.

I do think that there is an actual world that is similar to Earth, but is like many, many dimensions above it. And, where we get to genuinely exist, alongside the Divine and all of our loved ones. Not as like, again, not as like impersonal spirit entities, but like as the souls that we are. And I believe that is a land of like infinite love and peace, and pleasure and joy, and

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music and all the beautiful things. And, I actually 100% believe that that is what lies after death.

Rebecca: I felt so warm right now, as you were describing it. Like, I feel just like warmth.

Simone: That's because it's true.

Rebecca: Okay, so then, my next question is do you think everybody out there is watching Earth like we watch reality TV? Speaking of the Kardashians. It's just like, what is going on? Or, are they too evolved for that?

Simone: I don't know if they're watching us like we watch *The Kardashians*. No, but I do think that they sort of are waiting for us to rejoin them out there, in the spiritual realm. But not until we're done with whatever Earth assignment is. But they're always like; oh, like, she like went on a little trip. Can't wait to have her back. You know? So, because that's like the real world, and this is like a simulation. Well, this is what I believe.

Rebecca: Okay, I love that. One other follow up question on that; what do you believe is your biggest assignment in this incarnation, on Earth?

Simone: That's so interesting, because I was recently thinking about that. And, okay, this kind of thing I'm afraid to say, because it's going to make me look crazy. But I'm going to say it, because I believe this for myself. I think I was born into this lifetime, in this life, to experience being human because it's new to me.

Rebecca: I feel that.

Simone: And, I, okay, this is like super TMI (Too Much Information), but there are certain critical experiences that one has as an incarnated human being, with a body, including, you know, things that you experience as a human with a body.

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And which is, sort of like coming of age, rite of passage, sort of thing for a lot of people. And for me, a lot of those experiences, like my reaction to them, like, my initial visceral response to that, was like; oh, this is what it means to be human.

Rebecca: Interesting.

Simone: Since I was little, right? Since I was very young, like every like major human milestone, I'd be like; oh, this is what I'm here for. I came here to experience it. And like, even when I became a mom, it was very important for me to become a mom, not for any other reason than like, at a very deep level, it felt like that was part of my assignment. To experience what it means to like give birth, like from my body. Okay, now does this make me sound crazy? I don't know. I think, I'm either it's my first time to being human, and I'm here to experience...

Rebecca: You feel like an old soul, though. So, like, you don't feel young, spiritually. Not that there's young or old or...

Simone: I don't know what the fuck that is. I don't know. I can tell you; I think a lot of people think of themselves as old souls, or young souls, whatever, based on...

Rebecca: That's a whole ego thing, in itself.

Simone: I kind of think it is. But I think there are people who are very spiritual, and who don't necessarily feel at home with, like, the laws of this earthly world. And, I think that's real. I think more of us are, sort of like, more like spiritually raw or something.

But the reason I feel like I'm new to Earth, is for nothing other than like, every time I have like a very normal human milestone, like, my almost, like my unconscious response is like; oh, I can check that off, now. I've had that

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human experience. It's a very, very weird thing that I've had, since I was very young.

Rebecca: Yeah, that is so interesting. I love it. Okay. Next question; another tangent. Do you believe in aliens? What is an alien to you? It's basically, aliens?

Simone: The idea really freaks me out. Because the just the idea of nonhumans having sentience, it just kind of freaks me out. It's not like... And, the idea of the universe freaks me out.

Rebecca: Really?

Simone: You know how some people always want to be astronauts; they want to go into outer space?

Rebecca: Outer space sounds kind of scary, though.

Simone: It sounds completely scary.

Rebecca: Because, you know, if you fell out of the spaceship, you would just be floating into nothingness.

Simone: You would like, die in a second.

Rebecca: Yeah, you would die. That is a little scary.

Simone: I was like, what is wrong with Earth? Why is everyone dying to get off of Earth?

Rebecca: That's probably because you're so excited to be here. You're like, being a human is interesting. And then, there's humans who are like, I'm over it. I want to go and see what else is out...

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Simone: I mean, trust me, I get that, too. Everybody, like all the scientists tell us that the odds of there being aliens is very high, just because the universe is so vast. So, I believe them. But when I think about it, I get a little spooked out, to be honest.

And it's not because I don't think they exist, or I don't want them to exist, it's just like a little freaky. Like, other forms of sentience, it makes me feel spooked. And, I also, this is like part of my, sort of like Christian upbringing, slash, the way Christianity formed my world view.

Is, I kind of like to think that we're God's favorite. Like, we're like, God's one experiment of like, let's make these humanoids sentient beings. And I was like; oh, does God have other beings? I don't know. I kind of like, oh.

Rebecca: So interesting.

Simone: Yeah, some people really get into it. I have too much fear around it. I think it's weird.

Rebecca: Yeah. Yeah. Okay. Well, speaking of Christianity, what is being a Christian mean to you?

Simone: Okay. That's really a great question.

Rebecca: And then, I have many follow up questions about Christianity.

Simone: Okay. So, I think the whole affair of like, Christ being born and having lived the life that he did, and having died, and been, you know, brought back to life, resurrected, as the story goes, I think it's so powerfully alchemical. And, I think there's some really potent sacred alchemy happening there.

That really changed my life and understanding of myself and the world, ever since I was a little girl. Right? So, I was extremely, I was brought up, I was baptized Catholic, and I was brought up in it, but it was not really like

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super a thing, in my family. Like, nobody else like really cared about church, except me. I was the only person who really got into it.

I think, like, you know, most of my family would characterize themselves as either like, Christian on paper, but probably like atheists or agnostic. Whereas I'm the only one who's like, very, like witchy and spiritual, too. But to me, it was like, loving the sort of the alchemical medicine of Christ's life and death.

As well as, the supremely rich body of sort of like intellectual, spiritual, sort of theological tradition. The ritualistic traditions of the Catholic Church and all the saints, including a lot of the women saints, who I think were probably some witches in hiding. And, like Catholicism is so magical, magical with a c-k, right? There's a lot of very, it's all syncretic like, it's all intermixed with rituals and symbolism, and magic of pagan roots.

And to me, like that's how it is. That's how anything is, like everything is just like, an amalgamation. And so, I love that part. Christianity is so magical to me, it's all alchemical, it's like blood and spirit, and death and rebirth, and like pain and death, and like divinity and all of it. So, to me, it's very human. It's very divine.

Rebecca: Do you have a favorite like, passage from the Bible? Or, favorite, like wine or anything like that? Or, is that a weird...?

Simone: No, no, no. Okay, I will tell you my favorite part. My favorite part of the Bible, my favorite book of the Bible is, Ecclesiastes. And that's the part that says, "From dust to dust," right? Like, everything... My memory is so poor, that I can't remember the exact quotes, but it's basically like, everything we do is in vain. Like, we come from dust, we'll return to dust.

Like, it's very Buddhist. Every time I think about it... It basically talks about the impermanence of all things. Like, humans build things and the things we build get destroyed. And we, you know, we live another day, and we die

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another day. And it's very, it almost like feels very like Eastern wisdom, to me.

And, that's not something that Christianity is necessarily known for. But I think the more mystical traditions of Christianity, very much like kept that contemplative heart alive. And, that's my favorite part. Because, like, it is all impermanent. It's not about, like, the everlasting glory of this and that, I mean, there's that too. But there's a really profound truth in that.

So, it almost feels a little bit bleak, but I think it's an essential part of what it means to be human. And unless you get to that gritty, like, dark, sort of almost like desolate aspect of what it means to be human, our like, fallen nature as humans, I feel like unless you really dig into that and own it, and alchemize it, I don't think you get the full extent of divinity either.

Rebecca: I couldn't agree more.

Simone: How did we ended up here, after starting from Kardashians? I don't know.

Rebecca: I mean, we get to be all of the things, you know.

Simone: That's right. Yeah.

Rebecca: Okay. So, there are people whose interpretation of Christianity like, you might be considered to them, like a bad Christian or whatever. I know you love tarot cards. I know you love... You embrace being a witch. How do you reconcile some of your values, with just knowing you like, you know, some of your values seem in conflict with some teachings from the Bible. I'm just curious, like your take on that.

Simone: Yeah, that's a great question. Basically, everything that I am interested in, everything that I profess, like, I call myself, you know, a Christian. I'm a tarot reader. I am a life coach. I probably have so many

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opinions, where each of like, the Orthodox believers or whatever it is, will think I'm a heretic.

Like, there was probably like, I mean, not probably like a definitely, like, giant sections of Christianity who would consider my Christianity not Christianity at all. They will just think like, I don't even know what that is. Yeah, that's completely heretical.

And if they think that, I don't give a fuck. And you know, like, in certain rooms, they will think that I am like a crazy evil conservative. And in certain rooms, they'll think that I'm crazy like progressive, like radical progressive. It just depends on what room I'm in, because I don't have a set of beliefs that conform to any one ideology, cleanly. Right? So yeah, a lot of people...

Rebecca: I feel that in my soul, I don't have any one set of beliefs that fit neatly. Yes, yeah, I really don't.

Simone: There are some people who think that I do, and they're going to find out at some point that I don't. And I don't care, like I don't give a fuck that I fit into somebody's idea of a good progressive, a good conservative, a good Christian, a good witch, a good tarot reader, or a good life coach. Like, I can only be who I am. And I can only be in the pursuit of my truth. And, I am a Christian in the way that I say it is, and if you don't agree, that's not my problem.

Rebecca: What I hear is that you really have your own inner authority intact. You're able to, like absorb what is beautiful and nourishing to you in Christianity without like, using it against yourself or anything.

Simone: Yeah, and the thing is if somebody says, "Well, Simone, you say, you're a Christian. But in the Bible, it says, well, these things aren't okay. And, you do these things." Then, what I want to say is that, "I think you're missing the point of Christianity." Yeah, I'm very respectful towards, you know, certain types of, you know, authority, especially when it comes with a lot of like tradition. And so, I'm not somebody who's like automatically

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rebellious and irreverent of that. But also, I have my own center, inside, and being aligned with that is what matters to me most.

Rebecca: I love it. Do you go to church, at all?

Simone: Nowadays very intermittently. Yeah, it's something that I struggle with, because I feel like my faith is very much like, it feels very whole, just inside of me. But then I wonder, like, I think it was such a gift to me to grow up within an institution that I felt loved by. And then, I asked myself, now that I have a son, do I want to offer him the same thing? Or, maybe not? I don't know, something I think about.

Rebecca: Yeah, I love it. So cool. That actually goes really beautifully to my next question, which was, and I don't know if someone has a massage soon. So, I don't know what time we're ending. If we're pressed for time.

Simone: We're good.

Rebecca: Okay. How did becoming a mother change you as a spiritual person? Or, what were the biggest, like lessons... Not a whole long list of lessons, but like, do you feel like you fundamentally changed, becoming a mother and hausfrau?

Simone: Yeah, that's a really good question. I felt like it really did. And, not in a way that I was expecting. I think being a mother, I've never heard anyone describe it in this way, but maybe other people have. I think being a mother, like reproducing from your body, as somebody who has those reproductive body parts, I think it really tethers you to the physical experience of humanity.

And that is to say, also, the physical vulnerability of being human. Right? I think in a lot of monastic traditions, like in Christianity, Buddhism, whatever, you are not supposed to get married, and I think, or have children. And I think I realized why, is because once you have a kid, once you go through

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that experience of like birthing life from your body, you now have a very, like, physical, visceral tie to this earthly world.

And, you're invested in a way that they're not. I think, to become a parent is to become very vulnerable. Like, I think...

Rebecca: Yeah. I've heard it compared to like wearing your heart on your sleeve. Or, like, your heart is outside your body.

Simone: Your heart is outside your body, or it's like my, all of my insides are out, and there's no boundary separating them. And it just, I think you feel vulnerable, like in a way that you never would if you're just a single person without children. And, I wouldn't necessarily say it's a great experience.

Rebecca: I love the honesty.

Simone: But I think it's an experience that many of us come to earth to have. It's experiencing the physical vulnerability of being human, and being tethered... Like, that's what the Buddhists were, like, warning against, when they are calling people to enlightenment. That you want to like sever yourself of all the attachments in this world, etc.

And that's what Jesus told the disciples, too. Like, want to, like, be a fisher of men, not... whatever, right? And I think there's something sacred about that. And I also think there's a different kind of sacred experience to really just, I don't know. Like having your blood and guts, you know, like, explode. You know, it's a spiritual experience that way. I feel a lot more vulnerable. And there's a kind of sanctity in that.

Rebecca: That's beautiful. I love that.

Simone: Yeah. Don't highly recommend, unless you, like me, just feel called to it somehow.

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Rebecca: Okay, my next question, kind of random, but I noticed that you have tattoos. Are you open to talking about them? What are your tattoos?

Simone: Okay, so, this is what I'm going to say about tattoos. I got, pretty much, every single one of them drunk and impulsively, okay. And...

Rebecca: Kind of like this podcast. No, just kidding.

Simone: Yeah. There's no deep meaning behind any of them. None of them were carefully considered. All of them are impulsive decisions. And I will say, I don't regret a single one of them. It just feels like a reminder of the beautiful person that I was in my 20's who did shit like this. And, I just love her. And, I just love all my tattoos, even though I would not make any of the same decisions today.

Rebecca: Beautiful, love it. Okay, another random question. Have you ever done drugs, Simone? And if so, what was your experience?

Simone: I've really taken a recent liking to pot, which I never...

Rebecca: Samesies.

Simone: It was never a thing for me, before. But you know, it's for the first time in my life, it's like giving me real, very intense spiritual experiences. Which, it never used to. Like, I never liked it because it always just made me feel thirsty and drowsy. And I think in my younger parts of my life, I think, I just did like other like random drugs. But it was I think, was all very escapist. Which I don't mean that like in a self-berating way, like I needed escape in those parts of my life.

Rebecca: I don't think all escape is bad. I think there can be this moral thing in the spiritual world, where it's like, no buffering. It's like, fuck that. Sometimes buffering is beautiful.

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Simone: Fuck that. Buffering is safer. I would have like, killed myself if I didn't buffer that way. You know, it's like a lot of escapist drug use that I, again, do not regret, was beautiful. What I needed to go through, at that time. And occasionally now, I indulge in a little, you know...

Rebecca: A little 4-20 action.

Simone: And, I'm really excited to try a psychedelic soon.

Rebecca: Really?

Simone: Yeah.

Rebecca: What kind of psychedelics?

Simone: I don't even know that well, like, I'm not very well versed. But I do know, like I keep reading about it. I don't have an illusion...

Rebecca: Mushrooms have like huge therapeutic value. I've microdosed, a little bit. But I've never macrodosed on mushrooms. But, I'm curious.

Simone: I think I'm such a like, for lack of a better word, I'm such a spiritual person, in that like, my default is already my head is up in the clouds. Right? So, I don't think, I mean, who knows? I haven't done it. But I don't think it's like; oh my god like it's going to change my being. Because I'm already... But hey, I'm interested and curious about all other ways of experiencing consciousness, I should say.

Rebecca: I love that so much.

Simone: Okay, hold on. And then we said, you're just going to ask me like a few rapid-fire questions. And I'll do rapid-fire answers. And then we'll...

Rebecca: We'll wrap this up.

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Simone: I will say I'm very, like nervous right now. Because I've never talked about these things on my podcast before. But Rebecca,

Rebecca: Aren't we all proud of Simone? Everybody DM Simone, if you appreciated her leaning into her edge. This is like, she so walks her walk, and it's just beautiful. Okay. What are your political beliefs, Simone?

Simone: Open that can of worms. Well, I have political beliefs that like I said, don't fit in any nice, neat box. Like by some people's, you know, measures, I'm super flaming, progressive. And by other people's measures, I'm very conservative.

I generally, I believe there's a lot of nuances, but I generally believe in the free market and a small government. I also am a fervent, angry, old-school feminist, and have very, very socially... I don't even like 'those socially progressive'... What does that mean? I'm just like, for human diversity, and I hate moralizing on sexuality and shit like that.

I think those are all tactics of fear and control. Yeah, I, you know, probably don't trust any major political party, but not in a way where I'm like, super paranoid. And, like conspiracy theory. I'm not that; I'm a realist. And I think for the majority of issues, I think the truth is far more complicated than any one of the other major parties makes it out to be.

And I think policy is never as simple as like, this side or that side. I think the devil is always in the details. Everything's about context. Everything's about the specifics. So, I think most political discussions are boring. And I think the only ones that are interesting, are about very specific sort of local issues. I think everything else is fucking theater.

Rebecca: Interesting. Okay, a few more rapid fires. If we were to look in your Spotify® or whatever, what music have you been listening to lately, if anything?

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Simone: I've been listening to... I actually can't remember what they are called. If I could remember, I would tell you, but I've been listening to very, like, music that's like, very, like, makes me feel like I'm in outer space. And it functions as like a soundtrack for my thoughts.

Like I would walk and listen to music like that. Or, I would like lie down and listen to music like that, and feel like I'm floating, somewhere outside of time and space.

Rebecca: Okay, if you had another job besides like, spiritual teacher masquerading as a marketing coach, because I call myself that, too. What would that be? Like, if you had a totally different career, what do you imagine it would be?

Simone: You know, before, I think all of my life, I wanted to be an academic. I think I wanted to be some kind of like philosopher, or, I mean, if those fields weren't completely fucking dead.

Rebecca: You're kind of our philosopher

Simone: I think in a different world I might have been an academic. I might have been like an actual, like religious, like I would have might have been like a nun, I think. Or, I could also see myself being like a CEO in a different industry, because I'm bossy. And, I like money.

Rebecca: Okay, this is my last question. What is your favorite teaching, either from *Joyful Marketing* or something that in your body of work?

Simone: Something in my body of work?

Rebecca: Yeah, basically, what's your favorite teaching that you've brought to the world? Favorite *Joyful Marketing* teaching, favorite...

Simone: Let's summarize it like this. You, being more of you, is the best thing for you. And, it's the best thing for the world. I teach this I think in 100

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different ways. But given a choice between being more “successful” or being more you; choose you. Choose being more you.

In the end, that actually is how you will be more successful. You know, being more appropriate or being more you? Choose being more you. Being more likeable or being more you? Choose being more you. I think that is like such a golden principle that is hard to do. And, I think that's where my authenticity comes from. That's where my power comes from. It's where my alignment comes from.

Like I said, it's not easy to do, but that's what I wish for everybody; to be more of themselves and to live in a world where everyone is more and more and more of themselves.

Rebecca: So good. Obsessed.

Simone: Okay, thank you for indulging me, Rebecca.

Rebecca: This was so fun. I just feel like there were so many delicious nuggets that people got to learn from you.

Simone: Thank you for asking me these questions. I hope that was interesting. Like, cheer me on, just DM me and be like...

Rebecca: Everyone DM her with your favorite curious, like, favorite thing you learned about Simone.

Simone: It was so fun to hang out with you in person, Rebecca.

Rebecca: Thank you. You too.

Simone: All right. We'll see you guys on the Instagrams.

Rebecca: Bye.

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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.