

Ep #208: Shamanic Shape-Shifting with David Bedrick

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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.

Simone Seol: Hi, everybody. Yesterday, I brought you part 1 of my conversation with David Bedrick, my co-teacher in the upcoming 5-week course, The Shame Clinic. And yesterday, we talked about what shame is, and how it shows up, and what it means to get free from it.

We talked about wrapping ourselves in cellophane. And we talked about what it means to take you out of the cellophane, defrost the wild animal in you. And what it means to look at that wild animal, who you are, with a loving and curious gaze. That says, hey, what's in there? What's it like to be you? Tell me, I want to know you.

So, with that, and if you haven't listened, I recommend you listen to that first. And now, I'm sitting with David and I want to ask him some more questions. Because, okay, we talked about what shame is and what it means to get out of it.

So, how does that uncaging actually work? I know that you don't use the words "heal shame" very much. You don't think of shame as something you heal, you prefer to call it "unshaming" instead, why is that?

David Bedrick: The idea of healing is so poorly used and irregularly used. Meaning, people use it to mean all kinds of different things. So, that's one of the reasons I don't like using the word too readily, because it means so many different things to people.

But let me tell you the main thing it means to people, in the way that they presume, they don't even think it, it's just been taught to them. Healing means I had symptoms, and those symptoms go away. Right? Yeah, go ahead, say something you have...

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Simone: I think it's kind of akin to telling a person of color, who is suffering from racism, like; let's heal racism, right, in you. Like, you're suffering from racism, let's heal... Like, no, you don't have to heal racism, we have to create justice. That's a good analogy, if you...

David: That's right. Somebody might use that word 'heal' in that thing. But more accurately, but if you said; what do you really mean by that? They would say, change the way people get treated, compensate people properly for their experiences. And yeah, that's right, and stop a whole bunch of things from happening.

Simone: So, that's why you use the expression, unashamed, instead of healing shame. I have to confess, I sometimes use the words 'heal shame' because it's like a convenient shorthand that a lot of people understand, like you're going to get free from it.

And I want to talk about one of the things that we're going to model and, you know, teach you how to do, and lead you, facilitate the process of, in the class, and that is approaching the process of unshaming in a shamanic way. The shamanic healing of shame, or the shamanic process of unshaming you.

And I love this, because like the rebel that you are, David, in the psychological world, we got to make things weird. And I'm a big fan of when we make things weird. What does it mean, a shamanic healing of shame?

David: So, I wanted to say one thing about where we were, so I can make that relationship. So, rather than focusing on healing shame, I had this experience, how do we put medicine on it, so that the shame goes away? I've never seen anybody... Well, the way I define it, and then people will learn about that in the class. I've never seen that become effective. It just looks like a person eating its tail all the time. Unshaming the means to do something very different.

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It's to see a person with these new eyes we're talking about, and that does change the shame problem. So, if I'm a sensitive person who's trying to be tough, I spent a lot of years trying to be tougher than parts of me are, parts of me are really sensitive. I can bleed, I can get hurt. If I spend a lot of time trying to get over that, and I feel ashamed about that, I will never learn about the sensitive aspect of me.

So, if you unshame you're not worrying about the shame anymore. You're saying, what's it like to be sensitive? And if I start really going into that, then I learn something about myself, Simone. I learn that a part of me picks up very subtle clues and cues, and communications of people. It's made me a fucking incredible therapist.

Oh, you mean it's not just you get hurt? You pick up subtle things. You can go into a store and feel the atmosphere. You can go into a restaurant and know what that food is going to be good, before you even pick up anything. You can say hello to a person. A client can reach out to you, and you can already tell what's going to happen, and why you would want to work with him.

I didn't know that about myself because I was trying not to be sensitive. But in that sensitivity is a fineness of discriminating capacity to feel things, many people have things like that. So, once I find the gift, I'm calling that a gift, that exquisite sensitivity in there. The exquisite capacity to notice fine things and be aware of those. Once I noticed that, the whole issue around shaming, around sensitivity, goes away.

Because I'm just thinking, so somebody's saying, "Oh, you're really way too sensitive." I say, "Oh, that's my best quality. I love that about myself." And, I believe it. Now it's gone. It's done. We're done.

I say, "Oh that?" They say, "Well, that makes me uncomfortable." Then I say, Simone, "Oh, you don't like people like me very much. It's okay." Can you hear there's no more shame? It's like, you don't. "You don't have to like

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people like this. Makes you uncomfortable to be around people like me.” “It’s not that I don’t like you. I just wish you were...” I’m like, “No, you just don’t like me.” I’m like that. I’m like that. Anyway, I just wanted to...

So, to the shamanic thing. This may not be the best example, but let's see if I can carry that just one more moment. If instead, of trying to heal my shame, or help me get over my sensitivity, which is what most people are going to try to do. “I’m so sensitive. I’m so sensitive.” “Okay, we’ll help you be more less sensitive.” That’s most of what people do. So, no one’s saying, “Let’s get to know your sensitivity.” Then you say, “What’s your sensitivity like? I want to get to know it.” They have techniques and skills to do that more deeply.

Simone: Which we’re going to teach you.

David: Yeah, we’re going to teach you. Then I say, “I don’t know, I can get hurt really easily.” You say, “I know, David. But just feel your sensitivity for a moment.” “Well, you know, it causes a big problem.” “I know about all those opinions. But let’s get to know you.” The inquiry; let’s get to know what you’re calling sensitivity. “Well, no one’s ever asked me. I just know why it’s a big problem.” Right?

I go to them, “Get more sensitive.” Ooh, and I curl up, “Don’t say wrong things to me. I can get hurt if you say that.” And then you say, “Well, it looks like you’re getting careful. Can you get even more careful? Can you get so careful, it would go like, infinitely careful?” And then all sudden, I’m like, “Wow,” I’m walking around with this awakesness in me, that I was just describing.

Now look, look what happens. I moved from, “I wish I wasn’t sensitive,” to “Well, I’m sensitive, meaning I can get hurt.” And now all of a sudden, I’m walking around, Simone. Like, I notice everything. I read an email and I can tell in the first two words what kind of communication is going on there.

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Listen to the tone now. I'm alert. I'm aware. I'm so sensitive to the slightest things. I pick up everything, now.

Simone: You make it sound like a superpower. Because it is.

David: A superpower. And listen to the animal that just got uncaged. "Oh, I heard that. I felt that. I'm so aware of things. The way I'm acting right now, is not the way David usually acts. David has become another person." Not a person trying to be tough. Not a person who's like, oh, don't hurt me. But a person who's exquisitely aware.

Who's going to do that with people wherever he meets them. And they're going to want to come to his practice, and fill it up, and have a waiting list, which I do; because of that. Who is that person? How did I get to that? I shapeshifted. I've shifted from the shape of David, a guy who's trying to be a guy's guy; and he's a business person, and he's smart, and he's got degrees, and he's a lawyer, and he's trying to be tough.

I shifted from that guy to a person who's like zen aware to the littlest things. He walks around, like with a microscope on everything. Feeling and sensing all these incredible things. Once I'm all the way there, I've actually shapeshifted. That's a shamanic act.

I'm not just thinking; I should learn my gift of sensitivity. I think I'll practice that. That's not a shapeshifting. A shapeshifting is oh, wait a second, Simone, you just said something. What's happening for you? Something a little off? Did I say something two minutes ago? I think I've noticed since then, something's happening.

The person who says that, because he picks up all those things, is a different human being. Does that make sense? Shapeshifted; a shamanic act is a shapeshifting act. That's what the shaman does, they shapeshift.

Simone: Are we going to do that in the 5-week class?

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David: Absolutely, we're going to do that. Absolutely.

Simone: Yes, we are. And, we're going to teach you how to do it. Can you tell us some... I love this language. I love shapeshifting, this shamanic transformation. Can you tell us some more stories about how that could appear?

David: Yeah. I worked with a woman... Because I studied a lot about body shame at one point, I had a lot of stories in my latest book. And she said, "I eat too much. And my body's too big," and all that. All the stuff that people can imagine she felt about herself. I said, now like... Now there's this \$70 billion industry that will try to help her not be that big, and not eat the way she does.

And they'll never mention sexism, and they'll never ask her; what are you so hungry for? It'll never ask those basic questions, and then never address those things. So, I'll bypass a whole bunch of stuff, so we can get to just one part of it. So, I say, "What do you love to eat?" She says, "Some people say sweets, carbs." I said, "No, I don't want to know sweets. I want to know exactly what you love to eat." Why? Inquiry.

David: I want to know you. "Well, I go to Starbucks®. And I like caramel lattes, with the milk, not with the nonfat stuff," and all this kind of stuff that it has, I don't remember. Six hundred calories per drink or something like that. And I said, "All fascinating. Tell me more about the specifics of that drink."

Because I think, far from her doing something that's sabotaging her, she's being heard. And, I want to know her. Doesn't mean she should drink the lattes. But I need to know what she's doing. Because I believe in her. I think, as an intelligent organism, intelligent animal, caged up doing the best that it knows how to do. But what is it doing?

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So, she says, “Sometimes,” she's embarrassed, now. Shame is entering. “Well, sometimes the Starbucks is 20 minutes from where I live. And sometimes I go there twice a day to get those drinks.” She thinks she shouldn't have them, and she's bad, and she's sabotaging herself, she should heal from this, she needs more discipline. Lay on the shame, meaning, don't get to know her.

Some people say it's good to manage oneself; you should try not to do those things. Only 5% of the time it's ever helped to try to put discipline on an eating habit, sustainably. Two or three weeks, almost anybody can do anything. But anyway, that's more research. We'll back off on that.

So, I say to her, “You must really love those.” I take out this plastic water bottle, was on the table where we were sitting. I said, “Can you grab that bottle like it's a caramel latte?” Again, how come? Because I think, who's the animal, right?

So, she grabs it, I said, “I'm going to grab it and try to take it from your hand. You grab it the way you... As strongly as you really want it. You drive 20 minutes back and forth, 40 minutes, an hour and 20 minutes each day, and do things that you hate yourself for. You must really want that damn thing, right?” Her husband thinks she's spending too much money on the damn thing. So, there's a lot of reasons not to do this.

So, I grabbed the cup, and I say, “You ready?” I pull on it, it comes right out of her hand. I said, “I don't think you're grabbing that cup the way you really want to grab it. Because nobody can stop you from getting that apparently,” right? “Oh, you want me to like grab it the way like I'm going to drive 40 minutes... You know, to go get it.” “Yeah, I want you to grab it like that.”

How come? Because that's her. So, she has it, I say, ready? Yeah. So, I start pulling on the cup. She starts pulling on the cup. So now, we're laughing and giggling, like we are now. It gets kind of fun. And I say, “Give

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it to me". She says, "No." And I said, "You can't have it." She says, "I want it."

And now, we're really tussling pretty strongly. I'm like yanking this, this cup out of her hand. And she's got both of her hands on it, and she's like fighting for it. I'm like, good. I'm getting to know the defrosted animal, right? She's like this.

I said, "You can't have it." She said, "I want it." I said, "What do you need this for?" She said, "I need it." I said, "You don't need it." She says, "I do." "I'm taking it away from you." She said, "You can't take it." I said, "What am I taking from you?" She says, "My happiness." "Oh, oh. Tell me about why you're not happy, and what you need to do?" "Well, I've been a mom, and my husband thought I should be a traditional woman. And I gave up my degree, and I wanted to go to law school."

Which, she did. She lets me tell the story. "So, I didn't do that. And these are all the things that I didn't do. And I didn't finish my undergraduate school because he said, 'If I should stay home...'" She's hungry for things. She needs to grab more of those things. Not the Starbucks, she needs to grab the degree; she did.

She finished her undergraduate degree. Her husband was unhappy with her. They ended up having some separation because, you know, he didn't want that kind of person to be married to. Good for him. Whatever. You can see how sexism would enter. "This is the kind of a woman I should be." She ended up going to law school. She grabbed what she wanted.

Back to shapeshifting. This one person, originally, she's like, "Oh my gosh, I'm semi-depressed. I'm not very happy, and I'm making myself more unhappy by drinking lattes." Then she shifted.

What's the shape of that person? I'm going to go after what I want. No one can take it from me. You can fight me tooth and nail, and I'm going to grab

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what I want, and never let it go. And, I'm going to get it. My happiness is the first thing that's important to me. Screw everybody.

Can you hear the end? That's a whole different human being. She shapeshifted into that; she's lived that. Yeah.

Simone: She wasn't driving 20 minutes each way to Starbucks to get caramel lattes. She was driving 20 minutes each way, for the form of happiness she could find. And so, that was her in the cellophane.

David: That's right. And then to become who she really is. You know what kind of person she is? I want what I want. And I'm going to go grab it, and I'm going to reach out to the world and grab what I want, and take it.

You can see why sexism and other qualities... If you are a person of color, it might be, you're being too assertive and aggressive, to be like that. That's her nature. That's what she's really like.

Simone: That's why I think this course, I know, is going to be so transformative. Because it's not like you're going to be you, but like a little bit better. You're not going to be you, but more healed. You're not going to be you, but more, you know, a little bit improved. Whatever, more enlightened version of yourself. That you're going to, like, your makeup is going to change.

Because I bet that you're going to go through not just one, but several shapeshifts in the course of this course. As you uncover, "What's it like? Oh, I'm defrosting. Oh, what is that instinct? Let me follow that all the way and become that. What is that instinct? Let me follow that all the way to become the..."

"Ask myself these questions, that I've never fucking asked myself before, to go all the way down to the truest depths of where those instincts are coming from. And who I'm made to be, who the wild animal in me is made

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to be.” And our vision for you, is for you to walk out of that class, at the end of the five weeks, feeling different at the cellular level in your body. But not different, like you're a new person different, like all of your native instincts have been awakened and you won't be put back into cellophane.

David: That's gorgeous. I love the way you say that. Native is the right word, your nature, your native, your native. That's right, Your indigenous self, if we can borrow that...

Simone: You're indigenous to yourself.

David: Yeah, indigenous self. Who is that? What are they like?

Simone: One of my favorite words and things I love to talk about, is the idea of sovereignty. And when people ask me, “Simone, what does sovereignty mean?” It's a big word that we don't really use in daily life. You know, there's a dictionary definition. And the way I define it is; when you are sovereign, it's like you being indigenous to yourself. You are at home with the native intelligence of your body, the native intelligence of your mind, the native instincts of who you are as a person, right?

When you are living from that, you are sovereign. Just as a sovereign monarch of a nation, right, is with her people. I just said her, because I was thinking about Queen Elizabeth, she's like the only monarch in my mind. You know, her people, her land, everything is at home where it should be.

Actually, that's not the best example. Because like, think about how much Britain has colonized all over the world. Does not matter, the sovereign monarch, you know, the ruler of any nation, right. And when we think that metaphorically, it's about being indigenous to yourself.

What would it be like if you were being indigenous to yourself? That, and how do you not just discover that and live into that, but shapeshift into that?

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Those are the questions, the exercises, the skills, the embodiment that we're going to take you through in the five weeks.

David: Yeah. Thanks for... I love the way you say that. What happens when you stop trying to get over being yourself? And you start being...

Simone: Resisting the efforts of colonization from the outside. We will not be colonized. We will be indigenous to ourselves. We will have our land, we will have our resources, we will have our people, we will listen, we will speak the language, and we will have the culture that is ours.

David: Amazing. So, I was working with this African American woman. And she said, "Can I tell you something that I'm really embarrassed about? I know it's wrong thinking," she was socially awake about race and in race issues in the world, and how that affected her. "I know this is really wrong thinking. But I have the thought regularly." And then, she starts whispering.

Whispering means 'I don't want anybody to hear', which means... And, no one else is there. Right? Because shame could enter. Right? And I said, "Okay, tell me." She said, "Sometimes I wish I were thin and white." Right? And she's like, "I know that's wrong. I know. That's like, hurts me to think those kinds of things. But I think those kinds of things."

So, then we had a discussion about racism and internalized oppression. And you shouldn't have broad noses and kinky hair, and whatever, and hips and skin, melanin and all that stuff. She understood that; that's for our audience here. That's covered, right? We're not ignoring that.

But then I say to her the same question; what would be good about being thin and white? That's a gross thing because, right, we have to take care of the racial act, right? She says, "People would open doors for me. Not just literal doors." Makes me cry. She said, "People would treat me carefully." And then she said, "You don't hurt something if you think it's beautiful. People would not hurt me in the world, because they would see beauty."

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Is that like... I don't know, it's exquisitely painful to hear. I could hardly... I'm just getting choked up even saying that. And, that was really touching to me. And, we hung out there a little bit, those feelings. And I said, "What would happen if you were treated like you were beautiful? Protected? Doors opening." We want to make sure she doesn't get hurt, "Because that's how we treat beautiful things."

And, she started weeping. I said, "What makes you weep?" She said, "Parts of me would come out, that would never come out." And Simone, I thought she was going to say, my force would come out, and my powers would come out that I have to tame in mainstream culture, and her business. She was in a Fortune 500 business kind of setting. And I thought she was going to say that.

I said, "What would come out of you?" She said, "My love, my love. All the love that's in me, would come out." It was amazing. Wow. She would shapeshift into a lover. She's a lover. You're know what I mean by lover? I'm not talking about... Meaning, there's all this love inside of her that gets bottled up. I was like, "Oh, my gosh." And how we got there, it doesn't mean she should be thin and white, and that she should hate her hair. That's not the point here.

Simone: We are following.

David: Yeah, we just believe in her psyche's interest in something. All this love that's inside of her. She had a dream, that she took...I love nighttime dreams. She had a dream that she was trying to get away from the police.

Can you see why a woman of color would think about getting away from the police? The things that monitor her, inside, and tell you shouldn't be this way. We all have inner police. Right? Simone, this is a good way to be, this is a bad way to be. We're watching you. We're going to punish you if you're going to do it wrong.

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And as she was running, she saw two cars, that she was going to either get into one or the other, to get away. One, was some kind of like a middle America boring box, gray car. And one, was this like fancy car with lots of colors and all kinds of stuff. And she's thinking in the dream; should I take this boring, boxy gray car? Or, should I get into that colorful, fancy, yummy, comfortable thing? She's thinking.

Even her nighttime dream says the same thing we got to; shall I enter my colorful self? What does that mean? The self that has all this love in her is a big colorful vehicle. Should I drive around in that? That would have shapeshifted from, literally right, from one kind of car to another. Should I drive around in that? What happens if I do that? How do I stay safe, in a world that may endanger me? I know, what do say about that?

Simone: I just love listening to you. I just love listening to you talk, and tell these shamanic stories. Here's what I want you to know, if you're listening, is that there is, like David is telling us these stories. And there is a structure and a set of skills that go with the unshaming work, that he is letting us in on, that he's recounting the tales of.

And it's not, like David just doesn't do these because he's magic, which he is. But there is a structure, there is a coherent set of ideas, there are skills that you can learn. So that you're not just like; oh, my God, David is amazing. I have to learn from him.

Yes, you do. And, what good is it if it lives outside of you? We want it to live inside of you. This wisdom, this method of inquiry, these cognitive and somatic exercises, the skill of shapeshifting. We want you to learn them, we want you to ingest it and digest it. And, we want you to create your own vocabulary of unshaming.

We want you to get skilled and adept at it. And, that is our intention for the course. Yeah. Anything to add?

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David: Yes. That's what Simone is bringing to... One of the things Simone is bringing to the program, and has brought to me, "David, help me and us, take what you know, from 30 years of practice and research and all those things. Make it an offering, that people put it on the plate. There's your fish or whatever you like to eat, or your tofu, or whatever. And so, that people can actually taste it, and eat it, and ingest it. And get the learnings in a way that has enough structure, and clarity, and specificity to it...

Simone: And be able to cook it yourself.

David: And cook it yourself. Exactly. You're an incredible gift to me. I sometimes can't sleep at night, anyway. But lately, I sometimes can't sleep thinking; oh my gosh, because of you, Simone, this program and just what you pull out of me, in a way, I think some of the things I've been thinking about for a long time can reach out to people in different ways. And I have been able to say, thank you so much for that.

Simone: Oh, you're so welcome. And David has taught countless courses in the past, on shame and unshaming. And I think what makes this different, this co-offering with me, is that, you know, David is a therapist. He comes from that, you know, therapeutic orientation. And so, his past courses have been, and correct me if I'm wrong, but my understanding is that it has been you being in the role of the therapist, and the participants and the programs and the courses, being in the roles of the patients, of the clients. Is that accurate?

David: Yeah, so my courses are just facilitation skills. But that's like a year long program.

Simone: That's a separate thing. Yeah. So, apart from sort of explicit facilitation training, the most amount of courses on shame and unshaming has been, sort of David being in his, you know, therapists role. And for this course, what's really different is that I'm working with David. I'm drawing it

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out of him. We are creating really, a system. Because it is... I'm not creating a system, it's already there. And, I'm kind of uncovering it.

And we are, you know, David is stepping into the role of like, somebody who can teach you how to do it on your own, right. I'm not just a therapist, you're not just sitting there, I'm not just here taking notes, right, there is a process that happens. Let's break it down, and let's have you learn the skills, right.

It's really about your skillfulness, and you feeling equipped to carry out the work of unshaming in your life, in your creative pursuits, in your practice, right. So, it really becomes, it's such a cliched word, but it becomes a tool of empowerment for you. And a tool becomes almost like a map, a compass, a guide, for you to find your way back to the defrosted wild animal, at a deeper and deeper level each time.

You know, I've been talking about, you know, I feel freed from shame completely, in a way that I've never ever thought possible. I used to think that shame was like a chronic illness, that I can't get rid of it, it's part of being human, I have to have some kind of shame. And the best I can do is manage it. All I could do was, you know, pain management.

And the better I get at pain management, the more whatever, the more I can live with it. That's how I used to think of it. And doing this work with David, and going deep into it, has been just getting the cure. Like, I got the cure and it's not there anymore. There's nothing to manage.

And, that doesn't mean I don't encounter the edges. It doesn't mean I don't encounter the edges of the next part of the evolution for me. Like, who I'm being called to be next. What parts of me I'm being asked to lean into more. What am I being asked to shapeshift into next, to do the work that my soul is here to do?

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And, that part is never comfortable, even without shame. It's never comfortable. But I've learned how to navigate those processes, those times without shame, but by bringing the full extent of my humanity. So, I feel more than I used to, when I was wrapped up in the cellophane of shame.

Sometimes I feel even more pain, but it's not the pain of shame. The pain of shame keeps you in the same place, the same cycle of, there's something wrong with you. There's something wrong with you, over and over and over. It's like a jail of 'there's something wrong with you'.

But when I am out of the cage of shame, and I'm doing the work of becoming who I'm meant to be, I encounter the discomfort, and the pain, and the tension, of what I think of as authentic pain. Authentic, what Carl Jung referred to as, "authentic suffering". That is, of me, the wild animal meeting the unpredictability, and the unfathomable vastness and the complexity of the universe.

That has made my experience of life so much more colorful, so much more vivid, so much richer. It has allowed me to go for challenges that are more authentic to myself, that are much more true to, you know, true to the proportion of my dreams.

And, it has allowed me to form connections and relationships with people that go so much deeper, that are formed at just a whole, totally different level of quality. Because I'm not showing up with the cellophane version of me. I'm showing up as the wild animal version of me.

And I'm saying, you know what? I am curious, I'm relentlessly curious to meet who I am. And I'm relentlessly curious to meet who you are. What's it like to be you? Let's have these two wild animals meet.

And, I think that's part of why so many people follow me and they love to consume what I offer, whether it's writing or podcast or whatever. Because underlying everything I say, is this authentic intention of; hey, I'm curious

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about me. Here's what I found about me. I want you to know me. Can you know me? Can you look at me and know me?

And in return, I want to know you. What's it like to be you? And that is the energetic undercurrent of everything I do in my work and my marketing. And I think that's why I hear over, and over, over again; Simone, like I've never met anybody like you. Nobody shows up like you. You're so unique. You're such a breath of fresh air.

It's not because I'm doing anything super out of the ordinary, intelligent, whatever. I'm just a person. I'm just a person who has freed up the curiosity inside me, because I learned how to get unshamed.

David: Yeah, it's totally inspiring. It's another thing you bring to the table for that clinic. That you bring to me and to everybody, that you live the things that I've been taking out, even before we met. Something in you was hungry for that exact kind of medicine. So, you live that. So, you take it in, you do internalize, and cook it, and turn it into yourself. Yeah. Yeah.

So, Nikki Giovanni is an African American poet, she just retired... Something like 80 years old. She wrote a poem, and one of the lines is, she says, "I'm so bad, I turned myself in to myself." You just reminded me that, that's how bad she was; I'm so bad, I turned myself in to myself. I'm so bad, even my errors are correct. That's an unshamed person, right.

Simone: That's the shapeshifting we're going to do. We're going to find out how bad you are. We're going to turn you in to yourself.

David: I'm so bad, even my errors are correct. I'm looking behind you, and Simone has a sign, everyone, it says, "I love your imperfections". That's a kind of an unshaming thing. The imperfections, when you go into them, that's the music.

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Simone: I have so much fun playing that music. I know, I say on social media all the time, it's like, you know what? I want you to like me, because I'm human. I want your approval. I want you to tell me I'm doing a good job. And people are always so shocked that somebody dare say those things out loud.

David: Oh my god, she's supposed to get over that, or something, right?

Simone: I'm supposed to not care, right. I love money. I love being rich. I say those things, and people say how can you say that out loud? Well, I'm so bad, that I just live in the truth of that. Right?

David: Basically, everybody, what Simone is saying, is she's a really bad influence. That's what she's trying to say.

Simone: I'm a terrible influence. Yeah, I'm going to brainwash... I'm so bad. I'm such a terrible influence. I'm going to brainwash you into turning into yourself. So, David, before we wrap, any final words of invitation into these five weeks, starting on September 19th?

David: September 19th, final words of invitation? I don't have any words, believe it or not. Any words? No. My heart is full from our discussion, and the intention behind what we're doing, and....

Simone: That's perfect.

David: It just means so much to me to reach people. Yeah.

Simone: I don't have any words either. My heart is also full of our intention. And we're going to let our full hearts be the invitation. Alright, my friends. The link to sign up for this course is going to be in the show notes. The Shame Clinic with David Bedrick and Simone Seol, that's me.

We hope to see you there. And, we'll talk to you later. Bye.

[Joyful Marketing](#) with Simone Grace Seol

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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.