

Ep #210: When Excitement Doesn't Lead to Sales

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.

Hey, have you ever had this experience where you download the most amazing idea for an offer? And then, you write the most amazing copy about it, and you feel the most excited, and aligned, and fired up, about offering it to the world? And you're like, this is it! This is the thing. And then you, unleash it, you offer it. And then, you're met with crickets. Does that ever happen?

If it does, I recorded this little video live, actually, inside the *Joyful Marketing* group, exclusively for *Joyful Marketing* members. But then, the responses that I got were so enthusiastic. People were like; oh my gosh, this is like mind-blowing. This is what I needed to be reminded of. This is what I need to know. So, I thought, why not share this with the entire world?

So, this is literally taken directly from the video I uploaded live to *Joyful Marketing*, our insider community, which I often do. I randomly, I mean, not randomly, but I spontaneously address coaching, and sometimes I'll like write the comments in the Facebook® group, or I'll like record something and I'll update it; I do this often. So, it's a part of being in the *Joyful Marketing* community. And today, you get to you get a little taste of that. So, without further ado, here is the recording, take a listen.

Hey, digital marketers, I'm coming at you in my pajamas. Because I just gotta say something right now. I feel like there's like a theme emerging in *Joyful Marketing*, as well as in the mystery room recently. Where people are launching stuff that they are super-duper, genuinely like 5,000% super excited about, super-duper believe in, feel super aligned.

And they, you know, launch it, they're so excited. People seem excited, and they launch it, and then crickets, not that many buyers, right. Or, at least a

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number of buyers, it seems very underwhelming to your expectations. And I want to shed light on why this is happening, and why it's not even remotely a problem. And when your brain is convinced that it's a problem, how you can pivot.

So, here's the thing: When I see coaches get really, really, really super-duper excited about their upcoming offers, upcoming launches, I almost get a little bit apprehensive. And it's not because excitement is bad. I mean, I want you to be excited. Of course, you want to be excited. You want to be excited by how much you believe in your offer, how jazzed you are about it.

But here's the problem: The reason I get nervous is because a lot of people who are very excited, kind of fall under a spell of thinking that excitement is enough. Like the depth of belief you have, the strength of alignment you feel, like your personal feelings, like you get carried away thinking that that is enough, or that is a guarantee of success. That is misleading.

Excitement is wonderful, and it is not enough. Because I'm about to tell you something that's super important, that I want you to remember forever, which is making an offer for other people is about, 50% of it, about half of it is about you getting into alignment, and you accessing the excitement of offering something that you feel like it's fucking awesome. And the other half, the other 50%, is about helping the other person, your audience, your prospective clients feel the alignment, feel the excitement about your offer.

You see? Like, if you feel like yes, this is it; that's half of it. That's a very critical, important half of it. In my opinion, very few people can be successful selling an offer, that they're not 100% coherent, believing in 100%, that they're not personally excited about. They're not ready to bat for. But that's half of it.

Because in order to market successfully, no matter how deeply you believe in it, you have to be able to meet a client where they are. You have to be curious about where they are. Because guess what? Their mind is not

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where your mind is. Their priorities, even if they're like your best clients, your most ideal clients, they're not necessarily thinking about the same things you are in this second, right?

They're not prioritizing the same things that you're prioritizing, right this second. They don't want exactly the same things that you want, because you're different people. You're the entrepreneur, you're the coach. They're your clients, right, you see what I mean? They're different from you.

So, half of the work of marketing is about doing the work to get curious about what is going to compel them. What they're worried about, what they're concerned about, what their dreams are, what their wishes are, what makes them tick. What's gonna get their butts moving, right?

Butts moving, important, this is important, from A to B. Where A is from the realm of loving you, thinking that you're super cool, desiring your offer, thinking; oh man, like if I could buy what they're offering, what, you know, the coach is offering, that'd be great. Like, I love it all.

To actually getting their credit card out and committing. That is a big jump. I don't want to say that's a big jump, but I'm saying, that is a jump, right. And in the middle, there has to be safety, about where they are. There has to be conviction about where they're going. There has to be a confidence that your offer is filling in the steps that are required to get from A to B.

And none of that is automatically going to get filled in, because you're really excited. And don't get me wrong. I don't want you to feel deflated, that like; oh no, I thought this was such an awesome offer. And it's not an awesome offer. It is an awful awesome offer. Your offer is amazing. If you feel so in belief about it, if you're jazzed about it, that's amazing. You did half of the work, that is no joke. Like that's a huge deal.

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Do you know how many people are out there hawking shit they don't really believe in, right? Like, that's a huge deal. That alignment is a huge deal. And I want you to know, that is 50% of the stuff, right?

In any relationship, like no matter how I feel, if I want to have an amazing marriage with my husband. Fifty percent of the work, of being in a marriage, has to be about me. Considering him, being thoughtful about him, loving him as he is, and as he wishes to be loved, not the way I think he should be loved. And not just based on my fantasies and projections about him. You know what I mean?

We can easily forget that in relationships, as well as in marketing. But I'm here to remind you; I love your enthusiasm. I love your excitement, I love your alignment, and it's 50%. So, without dampening your enthusiasm, I want you to use your enthusiasm to get curious about what your audience needs to hear, what your clients need to hear, right?

If you made one offer and they didn't buy it, it's because they're already very interested. They want to buy, but they haven't heard 'the thing' that makes them feel safe enough to buy yet.

You know, if you've been following me marketing the Shame Clinic, or me marketing anything actually, for that matter. You know, I make 5 million offers. I talk about it from every single possible angle, because I know that, yes, my alignment is there, my excitement is there. And, it's my job to help the client feel safe. Getting from where they are to the finish line, so they can get the transformation.

So, don't let your excitement trick you into feeling like that should be enough, that you don't have to do the work. Any relationship, you go halfway and then you have to consider the other person halfway. And doing this is going to spare you so much unnecessary heartache, despair, disappointment, unnecessary feeling of failure. You're not failing. You did amazing, and half of the work, and now it's time to the other work.

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Marketing is about loving your clients, and loving your clients means being thoughtful about where they are. It means being curious about where they are. It means you going the extra mile in your brain, to do the problem solving, to do the experiments, to do the data collection, to get out there, talk to people, etc. To be able to meet them where they are in an effective way.

So, if your initial phase of a launch, if your initial offers, if your initial marketing efforts didn't create a flood of clients like you were expecting, nothing has gone wrong. It's just time for you to get to the next part of the work, where out of love for the clients, out of your dedication to the vision that you're offering them, you get curious.

Like hmm, what do they still need to hear? What haven't I covered yet? Another really good resource for this, this was mentioned in JM recently, The Clear and Sexy Results Bonus Resource. It's a bonus class that I taught. The workbook is there; it's a phenomenal resource, as those who take the class can vouch for.

It's under the bonus resources section of the Kajabi® member portal, go check it out. It's going to force your brain in ways, that are simple and fun, that you can get through it in a few hours if you really hunker down and work, to communicate the value of your offer. In a way that is going to make it easy and safe for your audience to connect with. Okay. That is all.

Hey, I hope that was illuminating for you. You know what? I had to tell you another piece of it. So, I posted this right? And there were lots of reactions from *Joyful Marketing* members. And one of our clients in there, Shirani Priyasad said something so, so thought provoking that I was like, I want to add this to this episode, so that you guys can think about it, too.

So, Shirani Priyasad said, as a response to this video, she said, "It just now finally clicked something in my brain. The other 50% of selling is getting

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them from where they're at right now, thinking about your offer, whatever, to pulling out their credit card and making the purchase.”

Shirani continues, “I've heard of getting clients from A to B all the time, but I never thought of the sales process as moving them from A to B, as well. A is where they are, and B is making the purchase. It's almost like a mini-transformation that happens before, or on the way, to the bigger transformation.”

You know, and she adds, “I'm literally thinking about two different transformations; the one your program offers, and the transformation that has to happen for them to purchase it.” And she says, “It's blowing my mind right now. I have to sit with this.”

So, I want to offer that to you too, because it's too good to think about, right? We always think about; okay, we have an offer. It's going to help clients make this transformation. We're going to take it from A to B, right? This change, this healing, this whatever, right?

But then, that's not the only thing you have to think about. There has to be a transformation that happens, from the time they find you and they're interested in your work, to the point of them whipping out their credit card, and you know, clicking pay.

Because, you know from experience, I certainly know from experience, it's one thing to want something, it's one thing to be interested in something and it's another thing altogether, to decide to commit to it, right? To commit to what it takes to pay the money, to show up for the work when it gets hard, etc.

So, that journey from you know, the A of; oh, I'm thinking about this offer, I think I want it. To I am putting money down, that is a whole transformation that you want to think about. That is 50% of what you want to be thinking about. And if you are sloppy, or negligent with thinking about that, that is

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usually not going to be made up by your abundant excitement about how awesome you think your offer is.

You have to take responsibility for getting clients to the point where they feel excited and they feel safe, and they feel aligned. And they feel certain that; I'm going to put this money down and I feel amazing about it, because I know what's on the other side.

Okay, just food for thought. And I know that in the recording I mentioned, I alluded to, a mini-course that lives inside *Joyful Marketing*, called The Clear and Sexy Results. It is an additional resource inside *Joyful Marketing* that, like I said, it takes a couple hours to get through, if you do it on your own, and it will blow your mind.

Many people who do that work say, this cleared up like months of confusion, years of confusion. Like, they do the work, The Clear and Sexy Results process for a few hours. And they'll have all of their content written out for a launch. They're like; I suddenly know how to talk about what I offer.

And especially if you're offering something more esoteric, like you know, sort of more emotional, like psychological, spiritual transformations where it's not so cut and dry as you're going to lose 10 pounds or whatever. You know, a lot of people don't feel like they have amazing, mind-blowing, clarity about how to talk about that.

The Clear and Sexy Results paradigm takes you through that. It's one of the many, many, many, many, many incredibly robust life-changing resources that live inside *Joyful Marketing*. So, if you want to get in on that, come join us, sign up for *Joyful Marketing*. I'll be waiting for you inside. Can't wait to coach you in there. Talk to you next time.

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

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