

Ep #211: Hack Your Sales Page in One Hour with Miish Gixti

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 Seol: Hey everybody. Boy, have I got a treat for you today. Are you ready to make sales pages not scary and overwhelming anymore, for the rest of your life? I mean, come on, that is so good. And there's only one person that I trust, in the whole entire world, to make sales pages human, and not scary.

And something that is joyful to write, joyful to send, feels like you, feels congruent. Just feels like an extension of you radiating out your beautiful gifts in the world, in the way that you like to, not any of that other bullshit. So, welcome to the show, Miish Grixti.

Miish Grixti: It is so fucking awesome to be here.

Simone: Okay. Miish is a copy genius, but not in the conventional sense. I mean, actually, she is also a copy genius in the conventional sense. But what I really treasure is all the unconventional senses of how she's a copy genius. And, I'm gonna make you feel awkward or put you on the spot, and tell us how you're an unconventional copy genius.

Miish: I am an unconventional copy genius, because I fervently believe that the best copy that can ever be created can only come from your brain. So, if it's about your offer, and your clients.

Simone: A lot of people are like, fuck! Can someone else get to this for me?

Miish: And the good news is, is that all of those nuggets already exist, like you already have, you already have like, the most brilliant pieces in there. And you don't need to go searching for them. You don't need to sail the seven seas to stumble across them, and change more, or evolve more, or

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be any different. Or, serve any differently to how you're currently serving, and showing up for your clients, and coaching your clients. All of that is the perfect place to start mining for those nuggets inside.

Simone: Okay. I also love that Miish, maybe it's like too obvious to you and you don't say it, because it's too obvious to you. But the way she teaches like copy and sales pages, is the polar opposite of that kind of like, flashing icon, like, "buy now", and but wait, there's more. And like all the shit that people tell you, you have to do on sales pages.

Like, there's a formula you have to follow. And, there is a predictable way to manipulate people's psychology to make to inflame their scarcity. And to, you know, make them feel like they have to buy or, you know, or else. And listen, I think there are people who overtly teach that. And, I think there are people who pretend not to teach that, but they're actually teaching that.

They're like, we're gonna show you like, organic, whatever. And they're actually just teaching the same thing. But in like, repackaged and like, nice whatever with a pink. What I love is that Miish is actually teaching the opposite of that. The anti that.

So, I told her, right before we got started... By the way, like full disclosure, Miish's has helped me with my sales pages copy for years.

Miish: Yeah. And what I want to say there, like that.... This, again, is such an example. Like, even if you think, you know, Simone is a unicorn with her copy skills...

Simone: Which I am.

Miish: Which she totally is. And, like there's also evidence right there though, that like this isn't, you know, Simone never has to outsource that to

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someone else. Like, our work together has very much been about, you know, you unearthing, uncovering the gems that are already there.

Simone: Exactly. When I say Miish has helped me with my sales pages, it's not like she said, "Hey, Simone, talk about this. I'm gonna write this for you. You need to do it like this, it's not like that." Like, I borrowed her brain, when I was writing sales pages.

I don't anymore. I don't borrow your brain for sales pages anymore. And I'll tell you why. It's because I am entering a total chaos version, phase, of my business, in which everything is fucking chaotic, totally on purpose.

But back when I wasn't actively trying to make things chaotic, I sat with Miish a lot. And she would just ask the best questions. And she would ask questions that put me in a frame of mind where I was connecting with what was already inside me. And it would come out, and it'd be like; this is genius. Miish, you're genius. And she'd be like; no, you're a genius.

And that's the experience that you're gonna have at the end of this, or you're gonna know how to have that at the end of this podcast. What she did for me, we're going to do for you in this podcast. You're going to walk away, feeling like I know how to mine for the most brilliant bits from my own brain, no improvement, no healing, no change, no whatever needed, to have a sales page.

And I know that we will probably get into this, but you don't need a sales page, right? Nobody needs a sales page. Plenty of people make loads and loads of money without sales pages. A sales pages, like anything else in marketing, is something that you get to have, for fun, if you want. It's another way to connect with your people.

Just like, do you have to do social media? No, it's a way to connect with people. Do you have to do email? No, it's a way to connect with people.

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Same thing with sales pages. Do it, if it feels like a fun way to connect with people, not because it's going to be the magic, whatever, anything to anything; nothing is magic. You are magic.

However, whatever channel platform, medium, you want to share your magic through, the channel, medium platform, is not the secret ingredient. Your frequency, your brilliance, your creativity, your heart, your humanity, that's the secret ingredient.

So, enough blabbing from me. Miish, tell us, tell us what to know about a sales page to make it not scary.

Miish: The first thing, further to what you just said then, like, if you're approaching it from the place of like, I have to, or I ought to have a sales page...

Simone: Or, my sales page has to convert at whatever rate, for so and so said, blah, blah, blah.

Miish: Yeah, fuck all that because it's never, it's never gonna be a fun experience, or a joyful experience, or a connecting experience, when you come into from that... Like, you just said, Simone, like that. Having the opportunity or seeing it as like, oh, this, you know, I get to connect in this way on this platform.

The first step is, I really think of sales pages is like this glorious playground to connect with your offer and your clients, in a deeper kind of more intentional way, then perhaps your day-to-day running of your business, you know, invites you to. So, start with that.

Simone: It's kind of like if I could offer a metaphor, it's kind of like, you know, I live at home with my husband, and my baby. And we're always just like doing whatever at home. We're like doing chores, taking care of the

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baby, somebody's gonna make dinner, somebody's gonna take out the trash, etc.

A sales page is like, okay, there's all that mundane stuff, which is good. You know, I love our family life. I love the mundane things; we have fun together. But a sales page is like me and my husband. Like, my parents have the baby, and we are on a dinner date. And we are dressed up nice. We're actually going to look in each other's eyes, and really have a heart-to-heart and remember what it was all about, like, you know?

Like, you know, I feel like that's a sales page. It's just the two of us, hey... That's very much the energy. Not because there's anything wrong with the rest of my life, but it's a special kind of container, right? That's what you get to do for people. You get to take them on a date, where you get to sit in candlelit...

Miish: Yeah, yes. 100%. And that's like, that's the other piece of it here. Because when I'm working on a sales page with the client, or on my own sales pages, it's like, the joy of that experience for me, is that different to other kind of methods of communication, like it feels like the rest of the world falls silent.

And it really is like that kind of date experience where, you know, in this case, it's my offer, and it's my best-fit clients, and the people I'm most excited to connect with, or, you know, share my gifts with. And it doesn't feel like I'm talking to the void, it doesn't feel like I'm convincing, or speaking to those people.

If my brain defaults there, the joy of that, is to bring the spotlight back to that relationship, that I have with my offer and the relationship that I have with my clients.

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I think that's the other key part here. Number one, starting with the offer that you have desire for, like checking in, like, is this actually what I want to be fucking offering? Or, is this a coaching thing that I'm doing, because I've been told that it needs to have this structure and I need to offer these things?

So, number one, is making sure that you're starting with that offer that you do love.

Simone: I'm curious, you work with lots of clients on their sales pages. How often do you have to, like, actually sit and be like; wait, do you even like your offer? Is this a fit for you? Like, how often do you actually change the offer?

Miish: Yeah, that is a great question. I actually had a client, from my previous rounds of my group program, where throughout the process... Because it is so, you know, requires so much of that thinking and questioning from that place of loving your offer and loving your clients.

And she actually realized like, wait a minute, this isn't it. Like, I don't want to do this kind of coaching. I don't want to work with these particular clients. And in the last in the last week, she's you know, released that coaching, that offer, that does light her up. And you can just like feel it through the whole sales page. Her whole business, right, like this isn't about sales pages, that's the playground. But yeah, it is, it is a really illuminating thing.

Simone: So, if somebody is like, I'm not 100% sure if I really love my offer, or if it really is what I want to be offering, what are some questions you might have them ask themselves to get to clarity? Like, oh, I do want this, or I don't want this?

Miish: I actually go to that belief where we anchor back into the fact that our best-fit clients are powerful motherfuckers, like they don't need our offer to

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be saved or rescued. They're not going to be, you know, floating aimlessly if we don't offer them six months of Voxer® access.

So, once you ground back into that place, where you remember that your clients are those powerful motherfuckers, then, if they don't need you, if you're that resource that they're, you know, making use of because they're resourceful people like that, do you still want to offer that? Like, if they can get the result in any way, do you still want to offer that?

Simone: Fucking brilliant. And I also want to add your clients are powerful, powerful motherfuckers, who are so grateful to be in the same room as you. So, meaning, they're not going to be like, well, what about this thing I'm not getting? Or, I don't like the way that's setup because... Or, well, you know... They're not going to have that attitude, because those are not your people.

Your people are powerful, resourceful motherfuckers, who adore you, and are grateful to be in the room with you, and think whatever you've got happening, is awesome. And if they question if something is awesome, they're not going to make it like, here, it's your responsibility to solve this for me.

They're gonna get resourceful, they're gonna get creative, they're gonna want to coach themselves, you know. Like, this is not the same thing as saying, like your, you know, people's thoughts don't matter. That you got to ignore whatever feedback people have about you. It's about attuning to what gives you joy to offer, not just in terms of content, but also in terms of structure.

What's sustainable for you? What feels like a rhythm and a structure of, you know, creating and delivering your offer, that would make you want to wake up in the morning and do that thing? That question cuts through so

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much noise in your mind, where it's like, oh, well, this is... I need this, because... Well, my clients need this...

Do you want to get up in the morning and bounce to your desk or whatever, to your phone because you're so excited for what's ahead of you? Or, anything else? And we're solving for that experience of like; oh my god, I love my day. I wake up in the morning, like, looking forward to it because it is just so yummy and good. Right?

And so, I want to ask you like, what's getting in the way of that? Is it Voxer access? If so, then you're gonna cut that shit out. Right? Or is it, I don't know, whatever it is? So, it's a, love what Miish said, I think it's in two parts, right? Your clients are powerful motherfuckers, and they adore you. And they adore you, for exactly what you provide, when you're so happy to do it, you bounce out of bed to want to do it. Okay.

Miish: Yeah, and further to that, like when you are playing with your offer and your clients on your sales page in this way, because you're spending so much time thinking about the different results that your clients create, through your coaching container. At the end, like it just reminds you like, my clients don't care so much what the structure is. Like, they're there to create results for themselves.

So that, you know, it's like what you teach; if someone wants to get to Hawaii, they don't care whether, you know, they don't even know all the details about the jumbo jet plane or whatever. It's they want to get to Hawaii. So, I think that's a key part, too. That people want the results and they fucking love you, like that's, yeah, you can't forget those two things.

Simone: Yeah, they're not there for Voxer access. They're there for the transformation. They're there for the healing. They're there for the growth. And the Voxer access does not create that. Yeah, okay. So, love it. Go ahead.

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Miish: Yeah, so you start with an offer you love. And as you go through the process, the things that you don't love so much, you're gonna, you know, come through and fall away. And then the next step, is meeting your best-fit clients, so they can fall in love with your offer, too.

But there's step one and there's step two, and that meeting your best-fit clients part, that's where it's that devotional part of hanging out in their inner world. And bridging that empathy gap that, you know, if you're a coach and you're in breakthrough all the time, which so many of you are, it can be easy to forget what it's like to be you, last year, or you, two years ago, or to be struggling with that thing that you help your clients with all the time.

But at this point, that's when you slow down and, and you meet them in their mind. And from there, you can write.

Simone: So, what are some ways you can meet them in your mind? Like, you know, a lot of questions that I get is like; I don't know who my person is. Or maybe you do, but like; I don't know what they're thinking. So, if somebody is having the problem, like, I don't know what they're thinking; how can you get in their heads?

Miish: Yeah, that is my favorite question. Because as a coach, you're literally surrounded with all these facts about what your clients are thinking. So, if you've coached anyone, if they've ever submitted an intake form, you can read what they've actually written, to know what they're thinking, to know what their inner world is like.

You coach them, when you coach clients every week, or, you know, each session, they're sharing their minds with you.

Simone: They're literally telling you what they're thinking.

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Miish: Yes. So, your job is, yes, your job then and there, is to coach them, but you can listen to that, you can take that, you can recall that later. And in fancy marketing speak, that's called VoC data, which is fucking marketing speak. But that data is just the words your clients use.

Simone: What's VoC?

Miish: VoC: Voice of Client, or Voice of Customer. So, it's like the actual words they use. And you're probably doing this already, like when someone does say something on a coaching call, and then you post something on social media after, that's specifically related to that thing they said or the way they phrased that problem, or the way they phrased their breakthrough.

That is, seriously, that's stuff you can use to know, this is what they're thinking, this is what they're feeling, this is what they're experiencing, right now.

Simone: Yeah. So, it's actually paying attention to what they're saying, in the way that they're saying it.

Miish: That's it. Yes, in the human way. And that's a really important nuance as well, because the only way we kind of know what our clients are thinking and feeling is because they tell us. But there's the extra step; we need to put it through as, is this what they're thinking?

Because sometimes people say things, and it's still through that filter of, you know, sounding nice or sounding a particular way. But in our copy, we want to meet them in their mind. We want to reflect what they're thinking. So, that might be the difference between saying like; oh, I'm really tired after work. Compared to; I'm fucking exhausted after eight hours, you know, sucking up to my boss.

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Like that nuance, that nuance matters kind of thing. Like, what are they really thinking? And, asking yourself that.

Simone: Yeah, and one thing I want you to want you to remember, is that people are literally telling you that all of the time. So, if your brains like; but how do I know? It's like, ask yourself; how am I not listening to what people are already telling me? Right?

Because, listen, let's say you're a regular life coach, you coach on all the life things, right? If you just like, move through a day in a human life, you're gonna hear all of the things; your friend's gonna be bitching about something or other, your sister is gonna be whining about something, your cousin's having a crisis, your coworker is procrastinating.

Like, people are... Pay attention. Like, just think of it as not like you have to go find this information that's out there, but thinking of it as perking up your ears. And it's like; wait, what are the words? And think of yourself almost as like a documentarian of like, human behavior and human words. And like, get in the habit of being curious, about picking that up, and like writing down verbatim, like, what did this person just say?

This person is like, whining about something on social media, like, what were the exact words they used to whine about their thing? You can use that. I mean, as long as they're not like random people, but like, they're that kind of people you want to serve, right.

And something else I used to do is when, back when I was starting out, I didn't have that many clients. And, you know, I didn't even really know who I was serving. But one thing I knew for sure, was that I wanted to help people who are struggling with the same things that I used to struggle with, right?

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And all those, like, I used to know what I thought, like the thoughts that I thought, that felt so painful. Like, you know, when I had really low self-esteem. When I was like, filled with shame, what are the kind of things, what are the situations that I was in, what are the kinds of things I used to think about myself?

And I would remember them, because they were relatively fresh on my mind. Right? So, when you don't have a ton of clients yet, that's something that's quite accessible to do. Right? Like, what was I thinking before? And you were probably thinking some of those things, some of the time anyway, even now, right? Because we're all human and our thoughts repeat themselves.

So, I think that's a really useful perspective shift. Like, it's not like my clients thoughts are mysterious and I have to go on earth it in some mysterious location in a hidden treasure map. Right? But if the universe, if life is constantly telling me other people's thoughts, in their words, and I'm not listening, how am I not listening?

Miish: Yeah, I love that. I love that. So good.

Simone: So, second thing is, listen to what your clients are saying, in their words, and then use those words. What's next?

Miish: Yeah, so from there, you can really simply ask yourself; what do they feel? When they first come across me, when they first, you know, come into my orbit, whatever, what do they feel? What do they know? What do they want? You can ask yourself those three things.

And you can even like, invite yourself to just answer it, really simply, in one or two sentences for each of them. If you start there, and have that in front of you, you will find it harder to believe your brain when it tells you; I don't

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know anything. I don't know what I could possibly write about. I don't know where to start.

Simone: Can you use an example of like, somebody, how they might answer those questions?

Miish: Yeah, so if you are a money coach, for example, and you ask yourself; Okay, what do my best-fit clients feel? How are they feeling, before they work with me? So, they're probably feeling frustrated, because, you know, no matter how hard they work, money still stays the same. Confused, overwhelmed.

You know, even if you start just with those feelings alone, that's still just a quick dive into their current emotional state. If you ask yourself, what do they know? Perhaps they know that they can pay the bills each month, but they can't, you know, build savings, or maybe they know that they've tried things in the past, but they're still in debt, or just asking yourself, where are they at with...? What are they aware of? What aren't they aware of?

And that third question of, what do they want? Like, they want to feel powerful around money, instead of scared and confused by it. Like, they want to be able to throw a surprise party for their partner, and not feel sick and anxious about getting the bill, you know.

Those things are just going to, again, connect you to a real life human, that you can start having that conversation with, on the sales page. Because this is never about... Like, when your brain wants to complicate it, at the end of the day, it's a conversation in written form. And, that's what your sales page exists to facilitate.

Simone: That's so good. So many people find it hard to write on social media, or even on a sales page, because there's not a literal person physically in front of them. And it's hard for your brain to grasp that it is a

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conversation. Like, a lot of people say; oh, I'm writing into the void. It's not a void. It just feels like a void, because there's not a physical person in front of you.

But if you actually make yourself answer these three questions, there's so much power in that. And when you have that, you're gonna be like; oh, I am talking to... like, I know who this is. I'm not just writing into the void anymore. Like, that is such a key part.

Miish: Yeah. And I think the other key part about that, is when you start there, and when you think of like the top of your sales page, like when you reflect things like this at the top of your sales page, it doesn't need to be like, fuck tons of copy or anything like that.

But when you take the time to show your reader that you see them, you understand them, you get them, you're meeting them where they're at, that empathy builds trust. So, by the time you do start introducing your offer, they know it's relevant to them. They're not like; what's this offer got to do with me?

Like, you've provided the context. You've shown them, that you get them, you get where they're at. And, there's a very good chance they can trust the solution. They can trust, you know, that your coaching is going to be the thing that actually helps them get to where they want.

Simone: In my favorite dating metaphor, it's like the part of the date where you sit down with another person for the first time, and you show them that you actually paying attention to them. And that you actually like them and get them.

You know, how you can tell in the first like, five minutes of sitting down with somebody like; oh, are they actually paying attention to me? Are they really

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here with me? Or, are they like, distracted? Are they into me? Do they get me? Right?

So, think of the first part of that sales pages as you sitting down with them and showing them, hey, I give a shit about you. Hey, I'm paying attention. I want to know about you. And you're entering... This not the first date, because you're already writing them an offer, right? It's like, I have already been paying attention to you, so I know these things about you. And I'm being present with you. So, I think that'd be a good sort of metaphor to think about.

Miish: Yeah, I love that. And the key thing, of what you just said then, Simone, was that you like them. Like, that positive regard is such a key piece that you don't really learn about in other marketing or in stereotypical like corporate...

Simone: You do in *Joyful Marketing*.

Miish: Yes, you totally do in *Joyful Marketing*. But yeah, that positive regard, the fact that you like and respect and admire the person that you're talking to, that you give a shit about them.

Simone: That's actually like number one, isn't it?

Miish: That's number fucking one. Like, people are smart, they can sense when you think they're stupid, or when you think they're fucking brilliant. Like, let that shine through. Trust that that's an important thing to feel, to connect to. Don't get caught up in like; ooh, how do I show this in words and copy?

But connect to that place first, and remind yourself, again, of like, your best-fit clients are powerful motherfuckers. And yeah, they're phenomenal creator of their own universe. And you can reflect that, in your words. Even

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if you are talking about the stuff that isn't going as swimmingly as they wish right now, or things that they do want to change, or they do want to create shifts in.

Simone: One really important nuance here, is that it's one thing to see them when they're struggling with something, and meet them where they are with a sort of understanding and compassion for what they are. That is a very different energy from pitying them, or seeing them as fragile, or in need of rescue, and condescending to them.

So, think about: One, is seeing somebody in their full humanity, loving them, appreciating them, seeing their power, seeing their potential, seeing their giftedness. And then knowing, okay, and I know this is the part that you want to solve, this is the part you want to heal. So that you can launch into, you know, all that you are and tap into all that you are.

That is very different from the subtle energy of condescension, of patronization. Where you're like; aww, well, you're over there. It sucks to be you. And, you know, I'm saying this in a sort of exaggerated way. But I invite you to go check out different sales pages in the world, and see who has, like when you read it, who makes you feel like; oh, this person gets that I have an issue I want to fix and I want help with. But this person fundamentally regards me as capable. And they fundamentally respect me, and treat me as an equal.

Versus a sales page where they're helping you stay, they're gonna help you with something, and this person is fundamentally thinking I'm stupid, right? So, I feel like you have to go feel the energy difference, for you to get it.

And to get how important it is for you to come from an energy where you're relating to your client as an equal; you respect them, you think they're

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awesome, they're powerful motherfuckers. And here's this thing you can help them with, and it matters to them. Right?

Just because they're powerful, doesn't mean they don't really, really want help. Right? That's very different from like; I see where you are, and want to help you, versus condescending to them.

Miish: Yeah. And to help you tap into, okay, well, if they're, you know, I'm coming from this place of like, they're really powerful motherfuckers. And, and I'm this resource they can access, and coaching with me is this, you know, phenomenal tool that they can use to create the result they want.

Another way to kind of, like, tap into that urgency or importance of sharing your offer with them is, kind of like I think of it as like flipping the 'should'. Like, so often, we hear the word 'should', and it's, you know, like, 'shoulds' feel like shit. Like, you should work out more often, or I should eat better, or I should, you know, like, all those 'shoulds' feel shit.

But when you think of like, you should feel powerful around money, or like, you should wake up in the morning, excited to start your day. Or, you should insert thing that your coaching helps your clients create for themselves. Like, that's a really powerful energy to tap into. Like, your best-big clients deserve to have that result in their life, that your coaching helps them create. So, you can tap back into that.

Simone: Yeah, even if you're talking about a problem or a, you know, the dreaded term "pain point", like you can do it and you can talk about issues, problems, pains, from power and to power. Or, you can talk about it from something other than that. Right? So, I love Miish because nobody else talks about this kind of thing. Yeah. Okay, so what's next?

Miish: What's next? If you're ever like, okay, but how do I introduce my offer? How do I introduce my offer? And then like, what order do I need to

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talk about shit on my page, from there? There are two fun things that I want to share with you there.

So, when it comes to introducing your offer, like for the first time on your sales page, I teach like, this idea of like, the 10,000-foot technique. And that's just, you know, you're not getting into the weeds, you're not down there at 10 feet above your offer. You're looking at it from that bird's eye view, like that eagle-eye perspective.

And ask yourself like; what are the, you know, biggest shifts or outcomes that clients create from this offer? Like, what does that look like in their day? You can get you can get specific with it, for sure. Like, specific on the internal and external shifts.

But don't get into all the details like, it's going to be this and this, and followed by these many weeks. Like, at the start, people just want to get a sense of what do they stand to get, from being in this container with you?

Simone: Like, are you saying like, how is my life going to change, like, in a broader sense?

Miish: Yes, yes. So, and that, you know, that could look like, you know, five dot points kind of thing. In that really practical sense like, asking yourself; what are those five different results that people create from this? What are the different results that I get most excited to see my clients create? Or, what are the results that my clients are most surprised to create for themselves, in this container?

So, asking yourself questions like that can help uncover that big picture point of view. And then from there, a really powerful exercise can be sitting down and writing a letter to, like a business friend, or a real-life friend, or someone, pretending that you didn't create the offer.

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Like, separating yourself from the offer at this point is really helpful. And having the goal of like, persuading that friend, to get in on the brilliance of your offer. Which, again, in this exercise, it's not your offer, someone else created it, but you're just telling your friend about it.

It's like, when you've got that awesome recommendation for like this restaurant or when people talk about joyful marketing, right? Like, what would you say? How would you talk about it? What would you write in that letter to help them realize; oh, yeah, I fucking want to get in on this.

Simone: So, it's literally pretending it's not your offer?

Miish: Yes. Pretend it's not your offer.

Simone: Okay. Yeah, that's brilliant. That's so good.

Miish: Because there's so much power. And you talk so much about the spirit of your business, I know, you've actually talked about the spirit of your offer before, as well, Simone. And that's what we play with so much in the sales pages creation, like, the spirit of your offer, is its own thing.

And when you can find that separation, it can make it easier to write about it, because then you're just a channel for it. It's not about you and your ego, and making grandiose claims and things like that. Like, you're giving words and life to this offer, that wants to come through you and serve your clients. So yeah, separating yourself from that can be really powerful.

But once you've done this letter exercise, you can go through and then see like, oh, well, at the start here, I, you know, mentioned what it was, like, here's the name of it. And then oh, the next thing I mentioned was this thing about it. And the next thing I mentioned was this thing about it.

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But you can actually find like the kind of hierarchy of messages. Like oh, I said this, and then this, and then this. And that can inform like, okay, well, maybe on my sales page, it could take that similar layout, as well, and flow from there.

Simone: Love it. Beautiful.

Miish: Practical. The thing that you'll get clear on from that, as well, is what does it take to help someone feel safe, and confident, and excited, to make their decision about this offer? And that's those three things.

Simone: Oh my God, hold on. That is so good. Hold on, that question, in itself, like what helps somebody feel confident? And not just confident, but safe, confident, excited.

Miish: Yeah. Those three key things. When you have those three things someone has what they need to make their decision.

Simone: Yeah. That's so good. Like, because they're related, but they're subtly different, right? Like what somebody feels safe to make the call? What makes somebody feel confident to make the call? And, what makes somebody feel excited to make the call? Right?

I think, a lot of times we get in the weeds, like trying to prove the value of our offer, that it's worth it. And then, we get into almost kind of like a clinical approach to talking about its value, which is all good. But then, where's the excitement? Right?

And you want it, your offer deserves excitement, you know. People should be excited about it, because it is exciting. And are you inviting them to... Because I'm thinking about this a lot. Because right now, at this moment, I'm marketing on the Shame Clinic. And I think, being freed from shame is so exciting.

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I like, want to jump up and down and I talk about it. And when I talk about shame, one of the things I noticed early on, is that it can be kind of a downer of a topic. Let's talk about shame and all the ways you're ashamed, and all the ways it brings you down and, you know, we want to be free from shame. And so, it was a little bit of a downer.

And then I realized, oh, like I want to connect, I want to get people excited. I want to get people turned on and activated, and like happy to buy this thing that's about shame, right? And so, I feel like once I connect... Because it genuinely does feel like that to me. And I think, once I got that, I was able to be in an energy where I could get other people excited too, because I was excited. And now, we're like having like a party about shame, which is so fun.

Miish: And in every email I read or post essay about it, like there isn't that heaviness. Like there's the truth of it, all of the truth of it is there, but because you've connected to that desire piece, that comes through, like, in everything.

Simone: Because what people want isn't... I mean, sure, people want to be healed from shame. But what they really want is to go after all the things that they'll go after; be all the things they'll be, do all the things they'll do, when shame isn't holding them back anymore.

Miish: Yes, that's what people actually want.

Simone: Like, yeah, tell that annoying person to fuck off. You want to draw that boundary; you're gonna write that book; you're gonna, you know, assert yourself; you're gonna charge the price you really deserve to charge. Like, all these things, that's exciting. Right?

So, actually, I get this question a lot from people who have sort of heavier things that they work on people with. Maybe it's grief, maybe it's you know,

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people with medical issues, you know, whatever it is, trauma healing, right? These aren't like fun topics.

And when people say these aren't like fun topics, I can't be like silly and laugh about these, about like cancer or trauma. And I'm like, I beg to differ. Like, not that you don't have like the weight of the, you know, you let it have the weight, you're not in denial of all the heavy, dark things that are there.

But in the end, you're not inviting people into an experience of darkness. You're inviting people into a transformation of the darkness. And what's on the other side? If it's not necessarily like prancing on the meadow of daisies, then what is it? And what's exciting about that?

I can get so excited about for example, what's on the other side of grief, you know, because there's everything that you can work on, in a coaching context, is profoundly alchemical. And it's like a blooming of somebody's soul, no matter what the process is, no matter how hard the thing is, right?

And isn't that exciting, the blooming of somebody's soul? Right? That... You can make anything exciting. There's not a denial of the dark and the heavy, but you got to let people know, like, you got to be in the joy of it as well. Right. Don't you think?

Miish: Yeah, 100%. I think, a really powerful way to tap into that joy is to get really specific as to what that can look like for your clients. Like, you know, how does their day look different if they're not permanently weighed down by grief? And you talk about this so much in *Joyful Marketing*, and everything you teach as well, Simone, but the specificity, the painting the picture, the doing, like the imagining for them, so their brain doesn't have to work as hard to picture it in their minds.

Like that's such a service fueled thing that you can use your sales page for, what any of your copy for.

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Simone: And I'm going to tell you another thing, because I coach so many of y'all, I can see all your brains already. Some of you are gonna be like; but I don't know what the specifics are? And it's like hard for me to think about, right? And it's never specific enough, whatever. If you're having that drama, listen, I'm going to offer you the same advice as I offered before, which is life is offering you specific details all of the time.

Every moment people are telling you, in very specific words, about their experience. Not only that, you are also always having a specific experience, right? Like, I recently decided that I loathe the term "general life coaching". Because I like, went on a rant about it on one of my coaching calls, I don't remember where.

But I was like, what the fuck is a general life coach? Who is a general person with a general life? Who is a general coach? There is no human being who's a general human being; everyone is super fucking specific. Everybody has a specific face. Everyone has got some weird ass specific family history. Everybody's got a weird ass specific personality. Everybody has weird kinks. Everybody's weird. There's nobody who's general, right?

So, I get what people are saying, we mean like, you know, coaching on all the things where you're not niching to a specific topic or area. I get that, but that still doesn't mean that you're just general and for everybody, right? You're a specific kind of person, who's going to jive with a specific kind of clientele. And, there's nothing general about it.

So, even if you're a feel compelled to call yourself a general life coach, try this on; how is life always showing me what a specific person I am? What are my specific desires, and cravings, and yearnings? And what are my specific pains, right?

That is going to zoom you in to what's already there. Please, when you think you have to go find specificity out there, that's always going to create

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a brain block. You don't have to go find a damn thing; life is always showing you specificity.

Miish: And the thing I love about that, too, is like if your brain's like, oh, well, that's specific to me. But is that going to resonate with my best-fit clients? What you do, when you take the time to get clear on, you know, what's specific for you.

Even if that exact circumstance isn't the exact same for your best-fit clients, like the fact that you've given words, that you've painted a picture, that you've given something tangible for their brains to latch on to, they can just, you know, easily insert their version of that circumstance.

It's, you know, right there. Like, it still has so much value when you're willing to paint the picture of, you know, when you go to the coffee shop, instead of like, looking down and mumbling, you have the confidence to smile at the barista and ask them how their day is going.

Like, that's the kind of specificity that... Like, even if someone never goes to a café to order a coffee, that's still giving them a visceral sense of what confidence could mean for them.

Simone: I love your Australian-isms.

Miish: What did I say?

Simone: Brewster.

Miish: Oh, barista.

Simone: Or, boristah.

Miish: Yeah, barista.

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Simone: Oh, I thought you said 'brewster'. Like, you brew coffee. So, you're like a brewster.

Miish: Oh, my God, I love that.

Simone: That's funny. That's a new word. Yes. People don't need to identify with the specifics of your life, they need to identify with your vibe, right? So, I'm always, like, my baby is so annoying. Like, I talk about how annoying my baby is all the time, and how motherhood sucks. And, nobody talks about it enough.

People who don't have kids, are like, I love the way she's talking about that, 'cuz it's just like, whatever. Right? She's, like, unafraid to say it. And they want to work with me, because I will say those things, even though they can't relate, because they don't have kids. Right?

So, it's not about the specifics about your life. It's about the kind of person they see yourself being. And I get people, I'm sure you can say the same Miish, I get people hiring me who have vastly different life experiences than me. And you don't get to dictate in advance, what your medicine is, that you offer people. Like you put yourself out there, and then people will tell you what medicine they're getting out of your work.

Miish: I love that. Totally. Yeah. The other thought I had...

Simone: That's all I hear... I was like, is this a pregnant pause or dramatic...

Miish: Well, I'm like, this is like going back to what we were talking before, about the excitement and the safety and the confidence.

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Simone: Yeah, that's the list. Listen, I feel like this whole podcast could be, it's like a masterclass. There are so many amazing questions, like rich questions that you can chew on. And even if you get all...

And I also want to say this, I think, tell me if you agree, I think you would, even if you mess up some of this, right? Even if you're like, don't get a specific, if you don't exactly dial in exactly who your client is. If you are whatever, I think the most important part of this is, how you are present with the person that you're speaking to.

And again, that positive regard, right? Like, I respect you, I see, I care about you. And I'm being real with you, like I'm bringing my authentic self here. And I'm here to relate to you as a human being, that I respect and like. I think that covers up a multitude of sins.

Like that's the most important, most important part, and there's no perfection here. Right? You could be sloppy about a lot of it. And if the key parts of like, here I am and here you are, and I give a shit about you. If that's there, then I don't think you need to be a perfectionist about any of the rest of it. What do you think?

Miish: 100%. 100%. And if that's not there, then don't bother with the rest.

Simone: Exactly. Don't bother with the rest, or at least, like fix that first. Right? And it's probably, I say, everything in business is a relationship issue. Right? It's either a relationship to yourself issue, or your relationship to your clients issue.

If you're scared of your clients, if you don't like your client, if you find like you're subtly condescending to your clients, none of which makes you a bad person or a bad coach. It's just the way we're accustomed to thinking about things.

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And I certainly find myself there. Sometimes I'm like, oh, wait, and then you just decide like, oh, what about this relationship needs to change, right? And then, you do that work first. That work comes first.

Miish: And, my last thing on that. Like, my brain will always default to the, you know, unhelpful thoughts and things like that. And it's not a problem that that's the default, my next step is, inviting it to center my client. Next, to center my coaching. Next, to shift that relationship to center them. Yeah, to center them. Like, in my T-line, I'm thinking about them. Not by default, but that's where I'm going to go next. Yeah, on purpose.

Simone: Yeah, totally. Just at the end of the day, like nothing kicks my butt into gear, more than remembering that there's somebody out there who's like, literally in pain right now. They are suffering, because they don't know that this exists.

And if I'm thinking about me, it's hard to access that feeling. But if I'm talking about them, it makes me want to get up and go to work. So, so good. I really, really, truly invite you to treat this as a masterclass and write down everything. Like, make your own outline, like that's going to be your frame for your sales page.

And what I love about your method the most, Miish, is that it literally is like, it's actually a healing experience, don't you think? Don't a lot of your clients tell you that?

Miish: Yeah, it is that process, that experience, that shifts their relationship with their offer, that shifts their relationship with their clients. Like, it's impossible to go through and ask yourself all these questions, and to put your brain to work in this way, without shifting that stuff. So, 100%.

Simone: And you end up with a version of yourself where you're being more authentic, you're more present, you care more about them. You feel

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closer to your clients, you feel closer to the heart of your work. Like, that's the whole point.

Miish: Yes, that's the magic.

Simone: That's the magic. So, this is why I recommend Miish's approach over everybody else's. That's like an hour-long testimonial for Miish's work. Which I'm so happy to do. Okay, everybody. Miish, thank you for sharing all of your brilliance today. And if you want more of Miish's brilliance, where can they go check you out?

Miish: They can check me out on Instagram®. I'm @MiishGrixti which is M-I-I-S-H-G-R-I-X-T-I. On my website, which is the same, www.MiishGrixti.com

Simone: All right, any last words for listeners?

Miish: Find the joy. It's not always joyful. And there's always joy lingering or hidden, in the connection that you feel to your clients and to your offer. So, just find it. It's there.

Simone: Amen. All right. Find the joy; let joy lead the way. Thank you so much, again, Miish. We will talk to all of you later. Go check out Miish. Bye.

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.