

## Ep #216: Unconscious Priming with Melissa Tiers

### 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 Joyful Marketing listeners. Listen, I am bringing you some of the most exciting news that I've had in a long-ass while. Which is, for the first time in my career, I'm opening up a coaching training certification course. And it's a really freaking big deal to me, because I've been planning it for a while with my coconspirator, whom you're going to hear from in a minute.

And you know, I am a coach. I coach coaches. I've been coaching people, and I've been working with coaches for so many years. And it's been one of those things that I've been dreaming of for a while. But I never found the right sort of opportunity. The right sort of circumstances to come together to say, "Yes, this is it." And, you know what? This is it, now.

I'm so excited to introduce you my co-teacher, the person that I have come together with, in order to create this whole thing. I cannot wait to tell you all about it. Our course is starting next year, in January. But let me introduce you to my coconspirator, first; the great Melissa Tiers. She's here with me. Hi, Melissa.

Melissa Tiers: Hi.

Simone: So, this is Melissa. And the first thing I have to tell you about her, is that she was my very first coaching teacher, my hypnosis teacher. I trained with her when I was a young spring chicken in my early 20's. I was bright eyed and bushy tailed. I was just so hungry to learn about the mind, and learn about consciousness, and learn about how to create effective change.

I was so lucky. I was really, honestly, just like googling 'coaching hypnosis New York City', because that's where I was living, and Melissa came up.

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We had a little phone call. Can you imagine a phone call? People used to actually call people, those days. I took her certification course. And, you know, I apprenticed under her for a while. And, you know, she has been my teacher for a long time.

And now, we have become colleagues and decided to do this together. Your mind is just going to be blown once you hear all that she has to teach; about how to work with the unconscious mind, and how to bring the most cutting-edge neuroscience informed coaching techniques that work with multiple layers of the mind, and all aspects of the human consciousness.

She has written many award-winning books. She has taught at many institutions. And she's just the best human being. So, that's you, the best human being.

Melissa: Wow. All right, I'll take that.

Simone: And I'm sure lots of people are really curious, why did you, at this juncture, decide to partner with me to do all this?

Melissa: The way you think has always been inspiring. And the questions you used to ask, even as a very new student, always got me to think and that's my favorite thing about teaching. And so, I mean, start from there. But really, it's watching you build this amazing business. And in a way that didn't turn me off, right? As you know, you've known me for many years...

Simone: High praise, "It didn't turn me off." It wasn't the worst.

Melissa: You know, one of the big gaps in my training has always been kind of marketing, and this and that. I mean, I have built a career the slow way, you know, which is just doing good work year after year, and word of mouth. Because something about the whole marketing thing just never interested me. A lot of it just had me kind of, you know, push away from it; it just felt sleazy.

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I was just kind of watching you just be excited about things, and start to build a career on your kind of authentic enthusiasm for what you were doing. And then, just watching you kind of explode onto the scene. But I did message you and say, “Hey, kid, what the fuck are you doing?” And so just, you know, over the course of this year chatting with you, and talking about all the things that, you know, we see wrong in this business. Things that that make us push back.

After having all of these conversations about what a real kick-ass coaching course should be and would be, we were like; well, why don't we just do it? You know, I've been teaching coaching the unconscious mind as part of my integrative hypnosis thing. But as I said, I would teach them and then I would point them to you.

Point them to, you know, to somewhere else to get the other piece, which is; now, how do I build a business? Right? I've got the skills. I'm really confident in the skills. But how do I get in front of people? And so, rather than just scuttle them to you, we kind of wanted to put together something that's better than both of us.

Which is, when we get together and we just start feeding off of each other's ideas, that's when magic happens. And so, I'm really excited. The pieces that I'm excited about are the pieces that I could never have taught without you.

Which is, to take three months and to, right from the jump, not just build in the skill set, but build in the actual business and marketing pieces, in a fun kind of organic way. So, that by the time people finish the training, they're hitting the ground running. They've already got a body of work, as you put it. So, I'm excited about that.

Simone: Me, too. From the bottom of my heart, I believe that there is no more authoritative teacher on planet Earth, when it comes to working with the human mind. When it comes to pragmatic neuroscience. When it

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comes to coaching the unconscious mind and the conscious mind, and weaving all of those things in effortlessly. In a way that's actually fun and accessible; like, you are it.

And, you know what? I'm not humble about the fact that there's no one who teaches marketing and business building like me. In a way that takes out all of the sleaze. And really centers your uniqueness, your integrity, your values, your creativity, in a way where business building really becomes an art.

And it's something that I didn't even know was possible. That's something that I didn't know existed, because it didn't exist when I was training. And I think, Melissa and I got together, we're like; let's really create something that both of us could only create in our wildest dreams, and then offer it to people. And so, that's what we got.

So, you know, we're gonna have more conversations on the podcast, you're gonna hear a lot more. And I really want this series of conversations between the two of us, on this podcast, to feel like a series of mini master classes on becoming like a jedi master in working with the mind. And so, I want you to treat this conversation like this: It's not just chitchat, as you're going to find out. You're going to learn so much about what it means to coach the entire consciousness.

And today, we're going to begin the conversation by talking about all the ways our conscious mind gets primed, right? By all the programming in our unconscious mind, all the external input that we get from the outside. As you often like to remind people, whatever thoughts people have, whatever preferences people have, whatever decisions that people think they're making, they think it's conscious. They think they're making those decisions. They think they're having those thoughts on purpose.

But in reality, it's already been, in fairly large part, determined by the programming in your unconscious mind. And it's serving it up to the part of

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your mind that's aware and thinking. And you only think you made that decision, when it was made *for* you. And so, think about how all of that comes into play when you've got a client in front of you.

What are all the ways your client has already been primed to think a certain way, to see themselves a certain way, to approach change and healing and growth a certain way? And how can you use priming to your advantage, right? So, that's some of the things I wanted to pick your brain about today.

Melissa: We're primed by our, you know, by our lives, by every experience we've ever had. The brain, you know, runs on prediction; every moment is based on our previous moments, right? That is just how the brain functions. And so, there's that piece that is, you know, your upbringing, your experience, the things that made you, basically.

Then there's every day, every moment, in the moment priming. Which is, you know, are you cold? Are you sitting on a hard chair? What colors are in the room? These things have been proven to influence us in so many different ways, you couldn't imagine it. You know, if you think for a moment, just, you know, think back to the center.

My center in New York where you used to sit on the couch. That was set up strategically, right? The colors on the walls are warm, inviting. The artwork was all chosen for its good priming effect. If you can't walk in nature, which will build so many different good chemical reactions in the brain. Actually, build neurogenesis and creativity. If you can't, then, at least, look out a window, at green.

If you can't do that, then at least, you know, bring plants in. If you can't do that, then at least, show images. All of these have been studied. You know, now hospitals are bringing in pictures of trees because it's been shown to change blood pressure. It's kind of fascinating. If you're sitting on a chair that's hard, one of those hard folding chairs, then it's harder to change your mind.

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Because all of our sensory experience, that's what starts everything from the moment we're born. I used to always encourage students to get some tea or coffee, because research indicates if they're holding a warm cup of something, then they will rate me as being a warmer individual.

Because once you understand how the brain grows, you will see that that early sensory experience of warmth being good, and nurtured, and held, and loved, and cold being the opposite. And then what happens is, as we grow, those become abstractions. So that now we can say, what a cold-hearted bitch, or I'm warming up to you, I'm warming up to the idea. And what people don't realize, is that's just one example.

But almost everything has been abstracted from early sensory experience. That if you want someone to take your survey, seriously put it on a heavy clipboard, because it lends weight to your idea, right? So, there's a book called *Drunk Tank Pink*, you know? It's because there's a certain color pink that if painted on the walls of a prison or a hospital, it acts like a sedative to people that are inebriated and violent.

There's just so many different things. There was a place where people kept jumping onto the train tracks to kill themselves, and all they had to do was change the lighting. And all of a sudden, no one did it anymore. I think it was a blue light they put there.

It's like, we are so influenced. I used to clean right before a class, so that you can kind of smell that subtle, lemony scent. Because research indicates you will clean up after yourself, even if you're not consciously aware. But there's also some other research, that says that if you smell that, you'll be more honest. Because we have these primed ideas of, cleanliness is next to, what?

Simone: Godliness.

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Melissa: That's right. There are things that if we do this washing our hands kind of thing, that we will be less apt to give to a charitable event when people ask. Because that is embodied, right? Washing our hands of something.

We know that if we're, you know, given the ability, if... They did one study where they had people recall something they were ashamed of. And then, half the group was allowed to like wash their hands, or get like hand sanitizer, and the other group had something else. And then, they had, you know, someone come in and say, "Look, I really need help with this study," like a graduate student.

And the people that had washed their hands were so much less likely to help, because they were no longer feeling guilt.

Simone: That is fascinating.

Melissa: This is how you're fucking primed, like every moment. So, it's not just our histories, which obviously prime the brain. Because it, again, runs on prediction. I would always have my coaching chairs be identical; identical height, identical everything, so that people understood the coaching relationship is one of equals. We are co creating the situation.

Then, I would have a separate chair for a trance chair, that would be like cushiony, leaned back, so that everything about it screams, "Let go," that you're safe. How do we then start to go deeper and prime the nervous system? Right? So, understanding the vagus nerve and understanding neuroception, which is the perception of the nervous system, that's outside of conscious awareness.

What are the things that trigger safety or not safety? Because your nervous system is asking one question every single second, and that question is am I safe? Am I safe? Am I safe? And so, this is happening outside of your



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client's conscious awareness. But their nervous system is primed and always asking the question; am I safe?

So, how do we use that? What tells the nervous system that you're safe? Well, certain things, right? Your facial expressions. An inanimate face, a face that isn't showing expressions, reads "danger" to the nervous system.

Simone: So, by the way, as Melissa's talking about this, like, think about this in the context of a coaching conversation. Where you're sitting face-to-face, you can read...right? So, continue, I just want you to think about that in this context.

Melissa: Right. So, being expressive, right? I don't mean putting on expressions. I mean, allowing yourself to really pay, really be in sync with someone, so that your facial expressions are organic and are authentic. You know, it used to be, because I trained therapists for all these years, and psychoanalysts, and they were trained not to show expression. That so triggers the nervous system.

They were trained to keep their voice kind of in monotone, you know, under control. Or, the early hypnosis trainings where it would be like, "Deeper and deeper." That's the most frightening fucking shit ever, right? Because that is exactly... Because our vagus nerve, is hooked into all the muscles in the face, and around the eyes, and our inner ear. So, we are actually hooked into and primed to listen to prosody, which is intonation, right?

Think about what happens, right? You're a mom now, right? I love that. Think about how you speak to your child, or to a puppy or a kitten. If you heard someone speaking to your child, like, "Hi, baby. How are you baby?" You would take your baby and run, because something is wrong with that individual.

Because our natural tendency is what they call "parentese", used to call it "motherese," but fathers do it, too; "Hiiey," it's very singsong. It builds

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neural connections, but it also builds in safety. So, one of the things that, when I say this, what I really don't want people to hear is like; oh, I've got to be singsonging in my speaking. No, that's weird. Don't put anything on, just be you. And know that it's okay to be you, to show emotion, to be human, to connect.

So, those are like, a few things. Control the environment a little bit, you know, so that you... Obviously, now we're all kind of working over Zoom... This big sign, right behind you, "I love your imperfections," that is just, it makes you smile. But it also allows a certain unconscious awareness of acceptance. It's just a beautiful prime. And so, we kind of want to be aware of that; there's that kind of priming.

Then, we want to look at the priming research that's been done with language, right? Because I, as you know, I've taught you how to communicate on multilevels. So now, we understand that one of the ways that we want to be able to use our authentic voice, by feeling and synchronizing with a client, that when we want to, even if we're saying things like, "Relax," we want to make sure that we're relaxed enough to hear that timbre in our voice.

Simone: That's congruence.

Melissa: Right? So, it's total congruence. If somebody wants to be confident, then we're going to be confident. We're going to use our body to kind of get in sync with what they want. Even if they can't get there, we'll get there. And then, we can more easily guide them. There's that aspect.

And then, there's the words and the way we use the words. So that we set up, right away, conscious and unconscious dissociation. So, when we're just explaining about the conscious mind and then the unconscious mind, and we use a slightly different tonality, then throughout our coaching relationship, whenever we want a message to go in deeper, that, you know, you are amazing, we're going to put that in.

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That certain tonality that we've already set up, speaks directly to the unconscious mind. There's a lot of research here that said that people don't even get it, they don't hear it consciously, but the unconscious will not only hear it, but act on it.

You know, John Bargh, if you want to google his name; B-A-R-G-H. He wrote a book called, *Before You Know It*. And he's one of the guys that did the initial research on hot/cold, you know, and oh my God, so many great research studies.

But he did the priming research on language, so that they had these students come in and unscramble word sentences. One was primed with words in there that were like; courteous, patience, you know, this and that. And the other group primed with, you know, kind of neutral words. And another group prime with; hurried, or basically, the vibe of impatience, and go-getter, and get things done.

The real test was, they said; alright, you're going to undo, you're going to, you know, unscramble these sentences. Then, you're going to come to me for the second part of the study. And they had an actor come in, and basically, when they went to the other guy to find out what to do next, he was deep in conversation with a cohort.

What they were actually testing was how long it took people to interrupt the conversation. So, the people that were neutral, it took them about seven, eight minutes, I think, before they finally interrupted the conversation. The people that were primed with patience, they lasted almost a full ten minutes. The people that were primed with impatience words, they couldn't even last five minutes before interrupting.

When asked about it, they had no idea that they had been primed with language. They did another study where some of the words were like; the aged wine, the wrinkled sheets; words in there that kind of spoke to old

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age. And what they were looking at was how rapidly or slowly they entered the study, and then left the study.

So, that just reading these words, right, that had age, changed their gait, it changed how they walked. And, they had no idea. Or, if, you know, you and I are talking or people are negotiating, and there's a briefcase at the end of the table, they will be more cutthroat in their negotiations, versus just a backpack. This is how influenced we are on every fucking level, every moment.

So, how do we use this with coaching? We want to start to become more aware of the language, of the ideas we're priming people with, of the stories that we tell, the little bullet metaphors. You know, I'm not one for those long winded, hypnotic, therapeutic stories that, you know, once upon a time; I have zero patience for that. I'm in New York, my clients will have zero patience for that.

So, all of my little metaphors are, you know, informative. They're like, "Hey, do you know you can change your brain just by doing X, Y, and Z?" But the message encoded in there is, you can change, right? And so, how do we learn to use language and embed these suggestions, in such a way that is congruent with our client's highest goals?

Because what we, you know, because that's the key; we've got to be congruent with what the client wants. How do we let the client lead? And then, support that with everything we got? How do we put in ideas that change is not only possible, but it can be easy once you understand the underlying mechanism for how the brain changes?

To me, this is the key. There is a revolution happening. But it's not happening fast enough. Where, when things trickle down from the lab into the actual coaching sessions, and it's how do we spur on brain change in such a way that it happens? We got a window there of a few hours.

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Simone: You know what? I used to be in academic psychiatric research. And one of the reasons I left that field, even though it was really fascinating for so long, was because I would be doing all of this original research. Like data-based research on human behavior, and stuff like that. And, you know, I'd be sitting with other research assistants in my professor's office, and then we'd be like okay...

So, we do all this research; we write up these academic papers, they get published, they're read by other academics. When is the point where it ever like, trickles down to the general public? And there was a moment when I had... There was a guy who was another research assistant, we were looking at each other, and we knew the answer, which was like, never.

Melissa: Well, don't say never. It used to be fifty years, but that was long before the internet and everything like that, right? It used to be fifty years. Now, time has changed. But to speak to what you're saying, the excitement of; oh, my God, this shit is revolutionary. And then it goes, it changes nothing.

That's because, well, I don't want to say that horrible thing, but... Well, you know, they say paradigms change; one dead white guy after another, right? Like, once the people that guard their theories and the books that they've written...

Simone: The reason that a lot of the really fucking cool research never trickles down, so to speak, to the therapist's office, to the coach's office, is because, yes, there's that and also, people, as you said, people are really slow to change all of their ingrained assumptions.

They've been primed over and over and over, years and years; this is the right way to do therapy. This is the right way to coach. This is what makes...

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Melissa: And then, we filter it out because of our unconscious biases, our unconscious filters. This is the thing. So, another thing about priming, that we do in coaching, is how do we shift unconscious filters? How do we shift deeply ingrained patterns, and habits of attention? Right? How do we teach people to step out of their, you know, deeply ingrained perceptual position, in order to see differently?

Simone: Okay. Hold up. I have to ask, at this point, like, we've been talking about all these ideas. So, let's bring this down a little bit to actual coaching situation. So, perceptual filters, like, you know, unconscious biases, what are some, for example, realistic coaching topics that could come up in a session, where you can observe these? Give us some examples.

Melissa: Right. So, for me, one of the things that you know that I do, which is to teach a rapid form of self-hypnosis on the very first session, with everybody I coach. Why? Because this is the way that they can personally shift their own filtering system. They need to see themselves differently. They need to change the narrative.

When you start to think about what keeps these prime's active, what keeps these patterns alive, is our story. Is our own personal narrative, right? What we believe we can or can't do. What we've been trained to, you know, see or not see.

By giving people a very easy, simple way, to start to see the goal. To start to see themselves doing the thing. To then float in, in a nice, open way, where their mind is a little bit more open to suggestion. And, start to actively practice it. To start to change the narrative in a way that goes deep. It's easier than you think, once you know what the fuck to look for.

Simone: Here's what I want to point out, amongst all of the research that Melissa's citing. All of the, you know, processey things that she's explaining, is that there is... Guys, change, changing your brain, getting a

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transformation, it's actually not that mysterious. It's, you know, when there is a structure...

I mean, of course, the brain's fascinating and complex. I don't mean that there's no mystery there, of course. There's so much about the brain that we don't understand, yet. However, there is a lot that we do understand.

Especially when it comes to changing really ingrained patterns. Especially when it comes to changing really ingrained ways that you're used to thinking about yourself, and what's possible for you, and how you go about achieving your goals.

And there is a structure to how your brain does the things it does, all those unconscious processes. And what Melissa teaches; there is a structure to interrupting those unconscious processes, just at the right juncture where it actually makes a difference, right, where it becomes malleable.

And there is a structure to layering in what you do want, instead. And the part that I want to stress is, this is actually such revolutionary fucking... Revolutionary ideas, revolutionary processes, that every coach should know, and like, theoretically, if you think about it. Because the research is out there. But it's phenomenal to me how rare these practical applications are.

Melissa: What you talked about earlier, about, you know, the data research and how it doesn't seep in. That's because we have compartmentalized you know, beingness. And you would think that neuroscience would speak to psychology. That, that would be the first people that they open the door and say, "Hey, look what we found out?" But they don't, they fucking don't. You've got to go searching for it.

Simone: And so, why Melissa is so phenomenal, is because she spends all of her time, free time, searching for these things. And then, she brings in the practical coaching.

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Melissa: Because it's fascinating to me.

Simone: Because you're a big nerd, that's why. And then, she folds it into and she creates these amazing coaching protocols. Things that are actually simple, that you can learn. And you can see yourself, you can see the client...

Melissa: It's much simpler than you think. That's the key. It sounds complex. Like, when people see a list of things that I cover, they're like; I don't know. My brain, I've got an ADD brain. It doesn't really work. This looks too heady." And I'm like, "No, no, no, no. It's just, that's what the neuroscientists call it. But let me show you how simple it is in practice."

And, the truth is your brain is changing. If we've said anything that you didn't know before, and it's caused you to start to think new thoughts, you're already... You know, your brain is constantly changing, updating, learning. We just want to tweak it. We just may want to make it a little bit more strategic, so that you're putting the change where the change is needed, to lay down and generalize a new pattern.

And once you get that... I mean, I use very simple metaphors because I've been teaching for long enough. When you're teaching a big group, you need to say it in a few different ways, so that everybody gets it. The other thing I like to point out, if you do change, solid change work, that lasts, that goes generative, you've been hitting these steps without knowing it.

Now, let's make it more strategic, right? Because, you know, if you use this technique, here's how the steps are underneath it. If you use this technique... So, a lot of times, I'm just showing people what they've been doing, that they didn't realize they were doing. What's going on under the hood as they're doing that.



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Simone: And now, they understand why something works and how it works. Yeah.

Melissa: And then, they can create their own. This, to me, is the crucial element. Which is, we want to create coaches that get off on this. That are so creative, because we've inspired them to understand the structure of change.

And then, how you do that, that becomes your own unique art form. How you sit with a client and inspire reconsolidation, is so different than how I sit with a client and do that. Because the client is different, right. And so, we don't want cookie-cutter bullshit. We don't need more Simones or Melissas out there. What we want...

And that's why I'm excited about what we're doing, is because the way you approach even, you know, business building is as an art form. And no one can do that particular thing like you, or you, or you, because we are fostering your own individual sense of self.

Simone: It's kind of like this; like, we all want you to be incredibly original artists, painting the most incredibly original, innovative paintings. But we're going to teach you color theory, right? We're going to teach you how colors work together. We're going to teach you how perception works. And we're going to teach you the basic principles, that you can go and take. You can go and apply in whatever way you want. That fits the way, you know, your personality, your passions, your style.

And so, all of this, Melissa breaks it down. One of my favorite things about the way you teach, is that it you make it so fun, and easy, and accessible. And the greatest thing you guys, this is truly, truly like, this is the thing that I think you're going to walk away from the first day, knowing. Which is, we're going to teach you this basic pattern, this basic change protocol. We're going to teach you the neuroscience behind it.

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We're going to teach you where to go in, where you create that, where you access that malleable state. We're going to teach you how to layer in the change that you want; there's a basic protocol.

And then with that, after the very first day of training, you are going to feel so confident that you can help most people, with most things. You're going to be able to any put any human being in front of you, almost any human being with almost any problem, and you will know that you will get them a kick-ass transformation in twenty minutes, in thirty minutes, in an hour.

I speak to so many coaches who think that they need to work with clients for weeks and weeks and weeks, and months and months and months, to get an impressive enough transformation, right? And every time I hear that, all I think is; you just don't know how to work with the unconscious mind, right?

It just breaks my heart because you could be doing so much more, in such a short amount of time. And if you do want to work with somebody for six months, it's not because they need six months to change. It's just that you layer in one amazing transformation after another, week after week.

Melissa: Each coaching session should have a solid change. As you know, my opening question is what do you want to change today? And so, that sets up a relationship that says; you know, every day something changes. And that, because I've been training therapists, and just to speak to this, you know, what you're going to get in the very first hour.

Over the years, I know how to build in certain layers of a system. And what I like to do, is I like to, in the very first hour, give the kind of self-directed neuroplasticity frame. Which you can then take and offer to any, almost anybody, on almost any subject. And, this is the way the brain changes.

So, we're building in confidence from the first hour, which says; wow, I can stop anxiety in less than a minute. I didn't know that was possible. I can

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then teach a client to stop their own anxiety, to stop their own, you know, issue, whatever that is, in three different ways, to foster the brain changing; I can do that in twenty minutes. I can teach how to change...

Simone: To start creating neuroplasticity right away.

Melissa: Right away. Right away. And if all you had was that, you could do amazing work. If all you get, is what you get in the first hour, you can build a business on that; many people have.

Simone: Yeah. Because I trained with you to begin with, even when I was like; nobody knew me, when I was making no money, I had no idea how to get clients. I have not, for one second, struggled with my confidence as a coach. Struggled with my ability to get someone a fucking mind-blowing change in one session. Because I learned what you still teach on day one, right? That was twenty years ago, but it was still, it was pretty, still pretty fucking...

Melissa: It's a lot more refined, and there's a lot more, you know, techniques to build on, the latest research...

Simone: But that's what I want. We want to train brand new coaches who have never taken a coach training before, for whom copy coaching is totally new. And we also want to train, you know, coaches who've been doing this a while, who want to radically update their skill set.

I think every coach, who calls themselves a coach, deserves to have this toolkit, this skill set. Where I put almost anyone, with almost any issue, in front of me, and I know I can give them a mind-blowing transformation in one session.

Melissa: On many levels. A change that goes so deep, that it just becomes an integral part of the person. And, that is key.

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Simone: Exactly. And imagine what you could do with that kind of confidence? When you know that you're not just puffing yourself up trying to believe that you're a good coach. Like, you know. And that confidence translates to your marketing. That confidence, and the actual skill set to backup that confidence, is the biggest asset you're going to have in promoting your business.

Melissa: And so, let's bring it back to priming. Think of when a person knows, when a person spends, you know, three months, and even on the very first day, watches an amazing transformation happen, that they've helped to create, right?

Think of what that confidence is doing on the, you know, on the priming side, not just for the person, right? We are always sharing millions of bits of information. Ninety-eight percent of that is outside of our conscious awareness. But we still feel it; we pick up on it in all these different ways.

So, how are you, gaining the skill set that gives you that confidence, what is that transmitting? As far as the millions of bits of information that you are sharing with your coaching client, think of the internal and external priming there. Think of just how being absolutely congruent like; oh, yeah, we can change this thing. And, you hold that. And then, you kind of guide the client's nervous system to believe it, too; just by being it.

That's a big piece, and people just don't get it. If you are doubting yourself, if you feel like; fuck, I've never dealt with that before. Somebody comes in and they throw a curveball. You think they're coming in because they want to achieve their goals. And then, they come in, and it's, you know, the reason they can't trust, you know, this thing is because they've had trauma in the past. And all of a sudden, you're sitting there as a coach, going, "Fuck."

Simone: There's always curveballs. There is always curveballs.

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Melissa: Because we are humans, and we're complex and messy. Nothing is ever just the thing. Because, as you said in the very beginning, what we think consciously is the very tip, is the very tip of the iceberg. Right?

When David Eagleman, in his book many years ago, I think it was called *Incognito*. He talks about how the unconscious mind has already done the research, has already written the article, edited the article, published the article. And then, the conscious mind says; hey, I have an idea. And, thinks that it came up with this idea.

Without understanding all the work that goes on under the hood. Or, it's like, you know, a big ship and all the stuff going on below deck that's making it run. And then, you've got like the captain who just maybe, you know, steers it, not even. But the person who steers it, thinking that he's actually running the ship.

So, you know, if you don't really understand and then learn to play, at that interface between the conscious and the unconscious mind, then you're working way harder than you need to be. You're making your coaching clients work way harder than they need to be. And you can't guarantee that the work you're doing, is going to generalize out into the areas that need that generalization to happen in the brain.

Simone: I think the best marketing strategy is to be so, so good at what you do, and to be so confident that you can help people. Because people can smell that confidence.

Melissa: Well, that's the only strategy I've ever employed, as you know.

Simone: Everything that Melissa is describing, you are going to be kick-ass at by the time our training ends. And so, I think, just even if I taught you no marketing, which I'm going to teach you a fuck ton of marketing, even if you didn't do any of that, that confidence alone is going to be, it's going to set you apart from like, 98% of who's out there, right?

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I really don't know anyone else who is literally, actively researching the latest neuroscience research. Like all the time, in their free time, to incorporate into their coaching. Like the latest techniques, the latest possibilities, and playing with them and honing them and refining them.

You're the only person I know who does that. And so, that's what you're gonna get. It actually, it's kind of crazy that nobody else does that. I mean, maybe some other people do. But you're the only person who...

Melissa: Some other people do. They're usually my students. Those are the other people who do it.

Simone: Sure. Yeah. So, for all those reasons, I can't wait for the training to start. I can't wait to have you join us.

Melissa: And I know that you just said, "Even if I taught, you know, marketing," but I think, to me, that's what makes this class really exciting. Is the stuff that, you know, will help you to do this work. Because I can arm people with the most kick-ass skill set, and you can have that confidence.

But as you said, Simone, if you don't know how to get in front of people, they won't know how confident you are. They won't know that you have this skill set. And so, I feel like, this is the crucial element that I'm really excited about. Is a way to authentically build your personal brand, throughout the training.

So that, you know, I mean, you and I, when we decided to do this, we were talking about the things we wish we had had in our trainings. Or, what we see as the problem of going through a training. And then, getting out and not knowing how to get clients. I mean, that's a big deal. And no one is teaching that, unless you go to a separate business or marketing class.

And then, they're teaching that shrockey marketing stuff, like click funnels; and I don't even know what the fuck a click funnel is. But if I hear those

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words again, I'm just gonna throw my phone against the wall. So, this is different. It's about, as you said, and I love this metaphor, it really started me thinking differently.

And that's not an easy feat, to get me to start to be interested in the business side of things, as you know. And so, to look at it as this is your body of work, this is your art form, this is an expression, an artistic expression of who you are and what you long to offer to the world. And, I just think it's so beautiful. All of a sudden, it opened up a bunch of great ideas for me.

Simone: So, listen. I've been teaching marketing for a while; I've taught a lot of marketing. But what I've never done before, which I'm going to do with the certification course, is I'm going to teach people how to set up shop from the beginning.

I've taught people how to market, but I've never taught, explicitly; okay, so this is your first time becoming a coach. Or, maybe it's not even your first time, but you're like you want to start over, right? Or, you want to do it right; you want to do it in a way that really reflects your congruence. Right?

So then, okay, how do you actually create an offer? How do you price it? How do you start talking to people about it? How do you get your very first clients? And what do you tell those first clients about what you do, right? Those very first steps, that somehow, weirdly, like, nobody taught me. I had to kind of piece it together.

I got all the kick-ass skills from you, but that Business Building 101, but not in the schlocky way, that I had to piece together. I think I have pretty fucking awesome, awesome ideas on it. I'm going to break it down, systematize it, and teach you all of it. It's what I wish I had. It's what I wish so many of my... They've been asking, my people have been asking for that for a long time.

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Like, can you just teach us how to set up a business? And that's never, you know, I haven't had the opportunity to do that. Because I'm like, well, that's a little bit different from marketing. But I'm gonna give you marketing and I'm gonna give you that.

Melissa: Yeah. And look, when we were talking, and you were so excited. When you get that excited and enthusiastic about a topic I always considered, blech, you know. And then, I watch you and you're like; oh, well, I really want to teach this, and I think this is great. And I'm just like, okay, clearly, I have not been looking at it in the way that you have.

And so, I love that because as you know, I teach to learn. That is my favorite thing. That's why I'm in this game, because there's no cap on this, right? There's never a point where you and I are going to be talking, and we're going to be like; okay, Simone, we know everything there is to know about the unconscious mind.

We don't even know what the fuck that is, you know? So that's why this is an exciting field, right? Because we're just always learning, right? It will give people the solid foundation that they can... Because how do we learn? By doing. We're gonna give you the course that's going to give you the skill set. And then, the real learning comes on the job.

With each and every client, it's an opportunity to hone your skills and to learn and to expand. And so, we're going to set that up, so that that feels comfortable for you, rather than it making you nervous; oh, no, I've never worked with this particular issue. I want you to get excited, like; oh, how does this one work? Because you already know you have the skill set. You have the structure to help almost anybody change almost anything.

Because most things are habits of thought, habits of thinking, you know, habits of feeling, habits of being, habits of doing. And, we're going to show you how to break habits.



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Simone: I also want you to come register. Because one of the greatest side benefits, which is not a side benefit at all, is that you're going to catch Melissa's enthusiasm, and relentless curiosity, and her enjoyment of the work. You're going to catch my relentless enthusiasm and enjoyment of the business side of the work. And I think, that's the best thing to have.

Melissa: If you can wake up every day, excited to do what you love to do, if that is your career...

Simone: I'm gonna tell you one thing: Melissa is one person who wakes up genuinely excited to do this work with her own clients, after all these years. And I wake up every single day leaping out of bed, to do this work with my people. And, that's what it's all about. What the fuck is the point if you've made a gazillion dollars, and you're famous, and whatever the fuck, if you wake up and you're like; ugh, I gotta do this shit again.

Melissa: Yeah, no, no, no, no, no. This shit is fun. We are looking at the nature of consciousness. I mean, how can that not be fascinating? Yeah, totally.

Simone: So, that was a good primer on priming, today. More fascinating topics to come. Stay tuned.

Melissa: All right. Yeah. Cool.

Simone: Talk to you next week. Bye.

Melissa: Alright, honey. Bye.

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