

Ep #217: Conscious Villainhood with Carlos DelaPlaya

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With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it too. Listen on to find out how.

Simone Seol: Hey, everyone. I am here to talk about being a villain, and why your ability to be a really great villain is absolutely mission critical to you marketing to your fullest potential. And you know, I've been talking about this a little while, like marshaling your villain energy, being a villain. And I'm going to talk about what this means in a sec. But I realized, when I was talking about it, that there was a person who put the word and the idea in my head.

It's not like the first time I ever had these ideas. But there was a person who said something, that lodged something in my brain, that spurred my ideas about it. And that was my friend and client, Carlos DelaPlaya. I like to give credit where it's due. So, I have invited him to join me for this conversation. In a minute, I'm going to introduce you to his absolute fabulousness.

But first, I want to clarify what I mean by villain energy and being a villain. Because you might be like; what? I don't want to be a villain. I want to be the good guy, or the good girl, or the good, non-binary person. But here's the thing, anytime you stand for anything, anything, you become a villain. If you stand for human rights, you're like; who has a problem with human rights? Actually, lots of people do.

You're gonna become a villain to people who get what they want by trampling on human rights. If you stand for equal rights for women, you're gonna become a villain to people who don't want equal rights for women, who are holding on to their privilege by denigrating women. Anytime you stand for anything worth a damn, you become a villain to someone.

What is marketing, if not standing for things and ideas out in public, right? When you market and you make your stances known, you make your voice

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known, you're going to become a villain to people who think differently. Who want you to be different to preserve their comfort. Or, who want you to be different so that you can fit their idea of what a good person should think, and feel, and behave.

When we are so averse to the idea of villainhood, what that really means, is that we want everyone to think we're the good guy. We think everyone to approve of and like what we're doing, and everyone to affirm that we're good people having good thoughts.

Like, that is a way where you become somebody who stands for nothing. Who compels anyone, people, toward nothing. And you have no marketing, you have no voice, you have nothing that you stand for, right? So, that's why I say conscious villainhood is all about defining or deciding in advance, who you want to be a villain to.

So, unconscious villainhood is kind of like, you know, going out there and then saying something, and then being surprised when people who think differently want you to be different. Like, oh, no, I want you to think I'm a good person. I'm surprised. Why is this happening? I'm so shocked. I don't want you to think... That's unconscious villainhood.

And it's not like you don't believe in what you believe in anymore. But you aren't owning that. Believing something, standing for something, comes with power that other people can have tension with. So, conscious villainhood is like; okay, what do you stand for? And, why is it worth it for you to be villainized for that, right?

Like, if people are against some aspect of who you are, what you stand for, why is it worth it for you to stand for that anyway? That's conscious villainhood.

Carlos DelaPlaya: So good.

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Simone: I'm gonna say one more thing before I invite Carlos to talk. And I want to, because he's amazing. But one other thing, is that when you decide that you are going to change, when you decide that you want to become a new version of yourself, when you decide that you want to heal something inside yourself, you now become a villain to the parts of you that are invested in not changing.

I want to take up space in the world. Let's say you declare that, right, there's a part of you that's like; I'm ready to take up space and, you know, help people, and make money, and fulfill my purpose in the world. There's another part of you that's like; oh, we are really comfortable not doing any of that right now. We do not like that at all.

And the part of you that wants to do that anyway, is going to become a villain to the part of you that's invested in staying the same. When you work with clients, when you market to clients, when you're saying, "Hey, buy this thing. I can help you." The part of him that wants to be on board, right? You're going to be also engaging to the part of your client that is invested in not changing.

Are you willing to become a villain to the part of your client that doesn't want to change? That's enough of me explaining. I just wanted to explain what that meant before anything else happens, so nobody's confused. So, hey, Carlos, what's up, buddy?

Carlos: What is up, Simone? Oh my God, everything you said; retweet, reblog, like, comment, subscribe. That shit was fire.

Simone: I love it. So, Carlos has been a client of mine, in *Joyful Marketing*, for a long time. And he is, like... I was gonna say like, a star student. And then I was like, I don't like that term because it's not like some students are better than others.

Carlos: You can say your bestie.

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Simone: He's like star, bestie, whatever. In the sense, that... You know what? This is how I'm going to define star student. It's not the one who does what I say the most. Is not the one who obeys me the most. It's not the one who like, whatever.

When I say star student, and here's what I mean. He has the most fun engaging the work. He has the most fun wrestling with the work. He has the most fun being like, "Fuck you, Simone," in his head sometimes, and he tells us about it. Right?

I've seen him evolve, time after time after time, and become this, I mean, he always was like this incredible coach and human being. And lately, he's really also into villainhood. So, tell us about you, Carlos. Who do you coach? Who are you a conscious villain to? Tell us everything about that.

Carlos: Yeah, so I've always like categorize myself as a sort of general life coach with a specific passion, or self-expression. And I think a lot of people, I mean, people have come to me and been like; oh, um, can you coach my self-expression? And teach me how to have good posture on stage? And how to, like, look better in front of people? And how to be liked more by other people?

And I'm like; actually, like, that's not what I teach. Like, if you're looking for that kind of sort of performative, sort of cracking a whip over yourself so that you're behaving in a proper way, then that's not the kind of self-expression I teach.

I teach people how to say 'yes' to themselves. And sometimes, saying 'yes' to themselves is owning and understanding that those aspects of ourselves that we're trying to fix and change, might actually be our gifts. And a lot of the work that I do with my clients, is sort of taking those pieces that they've sort of fragmented outside of themselves, and like, reclaiming it. Looking at those shadows, that we don't like of ourselves, and cultivating a relationship with it. Such that we take our energy back.

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And it really is a process of reclaiming your energy, and feeling more energized by being who you are, as you are, moment to moment.

Simone: Speaking of which, I want you to tell everyone about what you are, in addition to coach. Because you are so many things. And you do; when you own all that you are, you are so powerful and magnetic. So, I know that in addition to being a coach, and it's not like separate things, you really are all these things at the same time, together. You're also a rapper. Tell us what else you are.

Carlos: I like to call myself the prince of magnetism. So yeah, a prince, a royal prince, at least in my own world; a dancer, a rapper, a singer, an artist of many ways. I like to consider myself like a creative director, of my own life.

Simone: And when you watch Carlos' marketing, you really see the creative direction happening, right? You see the rap, you see the music, you see the artistic expressions. And that is not separate from his coach marketing. And so, obviously, I just love, love, love every bit of it, I could just like eat it with a spoon.

So, tell us about your journey of embracing villainhood. Because like I said, Carlos was the one who lodged this concept in my head. And so, I really want to give you credit for that. Because you didn't just like mention it, you really embody it, you flesh it out for yourself, right? So, tell us about it.

Carlos: Yeah. Okay, so Simone, you teach this concept that a listener might not know of, called "the spirit of the business"; the spirit of your business. And I, for a really long time, like, this sort of spirit of my business has been planting seeds in me of this idea of villainhood. And I think it started with TikTok®, to be honest. Because on TikTok there is a trend, and it went viral for a while, all over TikTok; stepping into your villain era.

And for some reason...

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Simone: Oh, really? I'm like, so old that I don't even...

Carlos: Yeah, and for some reason, I was just so turned on by it. So turned on by it. And in a lot of ways, I already was. But recently, I actually went through one of the most intense, if not the most depressed, like intense depression episodes of my life.

I mean, it lasted like three and a half months. I was having a really hard time. Like, I borderline thought that I was going crazy. And right before the depression, I had had an experience that I'm open to talking about, and I feel really good talking about it; I've processed a lot of the anger around it.

Where, you know, I was starting to blow up a lot. And I was starting to get invited to a lot of places locally. And in one of these places, that I was invited to locally in my city, I was drugged. I was drugged because I was like, too open, too not having boundaries, too nice. I'm not blaming myself, but my discernment wasn't really there.

I was sort of gaslighting the part of me that was skeptical of people, that was a little bit judgmental. And throughout this depression, which was triggered maybe by that, and by like, some injuries in my body, I was really forced to slow down and encounter myself. And it was like, sort of, some people call it "the dark night of the soul".

But within this experience of the dark night of the soul, I started to notice all these places where I was lying to myself. All these places where I was saying, yes, when I really wanted to say, no. All these places where in my business, I would subconsciously think of somebody that I didn't want to offend, that I knew disagrees with my truth, and molding my message across in that way.

I started to feel a mix of anxiety, grief, and rage. But this rage, was actually, it felt kind of good for the first time. And growing up, I've always been someone that was afraid of anger and afraid of rage. But this is the first

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time that I started feeling my rage, and being turned on by it. Saying 'yes' to it, and allowing it to have a seat at the table.

What I started to realize, was; you know what? Fuck saying 'yes' when I want to say 'no'. Fuck if I want to cancel plans the day of, I will do it, even if someone gets offended. And you know what? I'm gonna unfollow people who I'm subconsciously trying to please with my message, because my message isn't for fucking them anyways. I'm also going to share truths that feel edgy.

And what started happening, was I started stepping into my villain era. I felt inspired to start this thing called, like, a "Villain Log" where I just add everything that my people-pleasing-self sort of, like, had objections towards. So, anytime that I posted something, and maybe my heart was beating a little faster, because I was like; oh, maybe this is too thirst trappy.

Another thing that I am, by the way, is a creator of spiritual, delicious, artistic looking thirst traps. Love that.

Simone: I just have to pause and say, okay, Carlos also coined the term "spiritual thirst trap". And I just have to pause and say it again, because I think it's so brilliant. I just love the way you merge these ideas. Okay, continue.

Carlos: Yeah. And you know, it's interesting, with the spiritual thirst trap thing in particular, I was terrified that my straight, cis-straight men, fraternity brothers, wouldn't like it. And, I don't talk to any of them. I haven't talked to... I'm not friends with them.

Simone: I can't believe you were in a fraternity.

Carlos: Right? I know. Everyone says that. But I was in a different era, like five years ago. Anyway, so I started to really come to contact with parts of me that I was avoiding. And even my relationship to things like alcohol

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changed. I sort of had this flip of a switch moment, which I think stepping into your villain era really is. It's like, where enough was enough. Where anything that felt like I had to lose so somebody else could win, was such a full body fuck no.

I love your definition of villain era. One of my definitions for villainhood and villainy, conscious villainy, in this way; if you have to lose so somebody else can win, then everybody loses. So, how can we stand for an expression that, like; you're winning, and other people are winning? And other people winning doesn't mean that they're not offended. Because then, being offended by your truth might actually be the medicine of your truth working on them.

Simone: It's like, mic drop. So, you winning, and other people, winning does not mean everyone is comfortable, and cuddly, and affirming each other's feelings; that is not what winning means. Sometimes, being confronted with a truth that is difficult, that triggers you, that makes you feel uncomfortable... Protecting people from that, is not necessarily a loving thing to do for them. Right?

Because otherwise... I've had to make this decision so many times consciously, earlier in my marketing journey. I mean, still, yes, but I think it was a lot more of an emotional thing earlier in my marketing journey. Where I had to decide, I would rather be made fun of and/or disliked for who I truly am, than accepted for who I'm really not.

Because there were so many people in my life who were just accepting me. But the version of me they were accepting was not the real me. Like, I hadn't even come out as a life coach to them because I was embarrassed. And, I thought they were going to judge me. Many of them did judge me, but I was like; you know what? I would rather be judged and made fun of for who I really am, than be accepted and liked for some version of myself that I'm not.

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So, hold on, what were we talking about?

Carlos: When you put two ADHD villains in a podcast, this is what you get.

Simone: Exactly.

Carlos: You know, I feel reminded of something, like with what you're saying. Is, you know, I actually had this client once that they were telling me like, "Oh, but if I start choosing myself and speaking my truth, I'm afraid people are gonna think I'm an asshole." And I just told him, "But what if you kind of are an asshole?" And he had this brain-breaking moment, where he was like, "Wait, what? What?"

And I was like, "See, here's the thing. You came to me for self-acceptance and to express yourself more. But what you're telling me, what you're communicating to me now, is that 'I'll only accept myself if I'm not an asshole.' Rejecting the part of you that is an asshole. But see, if you're human, you actually have a part of you that is an asshole." Everyone does.

Think of a mother, a mother that has a child. No matter how much of a people pleaser that mother is, I want to say maybe 9 times out of 10, a statistic I made out of my villain asshole, right now... If someone fucks with that mother's child, their inner asshole is going to become [crosstalk] and rip their head off.

Simone: Oh, yeah. Fuck you up.

Carlos: No matter how much of a people pleaser that mom is, right? I mean, 9 times out of 10, made up statistic, right? We all have this part of us, it's sacred like God. I believe in God. That was another thing; owning that I love the word God, and to stop replacing that word with Spirit, Source, Universe, One. I believe in God, right? I'm a gay man that believes in God. I can be both.

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Simone: You, being a gay man who believes in God and uses the word God, makes you a villain to a lot of people who would rather that you don't.

Carlos: Exactly. I just decided that I... One thing I stand for, is a world where people can own all parts of themselves. Where people feel the need to, you know, take up space. I mean, there's times where I'm coaching clients into their own villain era, into their self-expression, and what they're talking about, I completely disagree with.

But that's not what I'm fighting for. I'm not fighting to create people that I agree with. You know, I'm fighting to create people that have something to stand for. Because quite frankly, I don't know about you, Simone, or you the listener, like, I'm really fucking bored of these copy and paste ways of doing life. Copy and paste ways of managing money. Copy and paste ways of having sex and talking about sex.

Which is another topic I love to talk about. Copy and paste... Like, okay, if you're gay, then you must be this political affiliation. And you must this [inaudible], and you must be that. And if you're spiritual, then you can't also believe in Jesus. All of these are made up rules that a villain made, that was so [crosstalk]. And borderline, kind of even dogmatic, that people adopted it as an ideology, because they didn't trust their own truth.

Really stepping into your villain era, one thing I often ask myself is why is this person, that's so iconic, also, so equally perceived as a villain? And one thing I noticed that all of them have, is this radical, unshakable self-trust. When you trust yourself, in a world that's constantly telling you how to live, that's an act of rebellion. It's going to be perceived as villainy, because the systems that are oppressing us want us to...

They'll say, trust yourself, but not if it means that you're creating abundant-ass business that gives people equal opportunity. You know, what I mean? And other fill in the blanks, things, that the system benefits from.

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Simone: You know who was the biggest villain? It was Jesus Christ. He was such a villain, he was such a menace to the powers that be, that they had to execute him. Right? And you could be executed just by being affiliated with him. That's how much of a villain he was. Right?

So, just think about that. All the like... Martin Luther King, Jr. was a huge villain, to so many people. So much so, that they assassinated him. Gandhi. Like, literally everyone, right? And so, from this vantage point in history, it's so easy to say, it's so easy for us to make judgments about who was on the right side of history. But that's all in retrospect.

At the time, when everybody else in the world thought he was crazy, Jesus had to believe, "Hey, I am the Son of God." That's the unshakeable self-belief, self-trust that you're talking about, that he had. And that everyone else had, that allowed them to stand for something at a time and in a context where they were risking...

You know, many of these people were risking a lot more than some people on social media trolling them. So, that's what we're both talking about by conscious villainy. And I think, to really embrace it... I don't think either Carlos or I, would say that it's easy or comfortable. You are gonna feel vulnerable about it. You might get hurt feelings if somebody doesn't like you, even if you don't even really like them back.

You might want someone's approval, even though you barely know them. All these emotions might happen, they're gonna happen. And I think a lot of it is not eliminating these emotions, not eliminating your vulnerability, and your desire to be liked and approved of. Because that's part of human nature.

But learning how to allow those parts of you with compassion. Like, of course, of course, I'm having this experience, I'm human. It's natural for a human being to crave approval; you know, being liked all these things. At the same time, I'm not going to let those parts of me drive the bus. And I

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think expanding your capacity to allow those experiences without letting them, you know, dictate your decision making. Right?

And I just want to normalize stepping into... For example, one of my favorite villains, like I said, was Ursula in *The Little Mermaid*, because I think she was just so fabulous. But in the movie, a lot of villains don't look like they're having any kind of inner strife, right?

But in real life, villains do, right? And we have moments of doubting ourselves. We have moments of; am I doing the right thing? Is this thing that I'm standing for worth standing for? And I just want to just take this time to normalize all the emotional difficulty and the tension that might come with stepping into your villainhood, villain era, as you said.

It looks badass from the outside a lot of times, but it doesn't mean you always feel like a badass. Sometimes it looks like you being a puddle of goo on the floor. Being like; oh my gosh, I'm so scared to be disliked. I want to normalize that human experience. Because again, if you're gonna be human, unless you develop a sociopathic streak where you don't care what anyone says, that's going to be part of your experience.

Carlos: 1,000%. The more that, at least in my own experience, and I've seen this time and time and time and time again with clients, is that saying 'yes' to your villain era is saying 'yes' to more aliveness. And when we're saying... Yes, there will be these times where you're losing people you thought were your friends or your devout fans; it's happened to me a lot.

I've actually learned to romanticize this, and I call them "spicy wins" now. But it's like, there's gonna be so many times that our pain is activated. And that self-doubt, that you're saying, because you're standing up for something. You're being a trailblazer. You're literally creating a new way of thinking and perceiving the world, that a lot of people aren't on board with.

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So, doubt is super-normal part of the process. I'll say you will experience more discomfort, more doubt, more pain. A lot of people, that you really love and care about, maybe even abandoning you.

Simone: Totally, and that's painful.

Carlos: Yeah. What I've realized, is that those moments, every single time, was like another, was like a mini quest. Where I sort of was initiated into another level of choosing myself again. So, in that moment where I was abandoned, and that part of me that was spiraling in doubt, while stepping... This is post-villain era, y'all, while villain era is happening.

You know, being abandoned by people that I really care about, and holding space for that inner child that's like; oh, let's text them. Let's ask them why. Really just being with that child and saying; hey, no matter who abandons me, no matter who abandons you, I'm still here. I still choose you, and you're allowed to be pissed off. Like, of course, you're upset. You invested so much time into them.

It turns from this sort of pain and shame, and it sort of like spirals into this sort of sacred anger. Like, it goes from this; oh, fuck, I'm the problem. I should've changed so that they don't abandon me. And it comes into; wait a damn minute. I did give them a lot. And they did abandon me when it was inconvenient.

And that's fuel for the villain era of magic. It's when we allow ourselves to feel that pain, it actually gives us so much more aliveness. And one thing that's been happening, is that post this depression, that sort of catalyzed the villain era... When I started coming into contact with these sorts of mini quests and initiations, where I wanted to abandoned myself to face that person that abandoned me, I leveled up in my capacity to say 'yes' to myself.

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Because of that, the quality of my actions started changing. The quality of my marketing started changing. It was infused with the sacredness, the sacred anger. But also, this embodiment of really choosing myself over somebody else.

I sold a bunch of spots in my new group program. And I also, started being invited on so many different podcasts. I made one request to be on a podcast, and like, over 10 people reached out to me that I really love, and care about, and admire, and believe in their work.

Simone: And, I didn't even see that. And look, look, you're here now.

Carlos: Exactly. So, a lot of magic is sort of happening around me, as well. And to those of you who might be experiencing that doubt and that shame, when you really start to take up space, that is very real, and it's so human and it's so juicy. This is an opportunity for you to really hold space for that part of yourself with tenderness.

To speak to that part of yourself, like a villain father to their villain child, you know, like; hey, I'm still here. We still have each other. Let's pick you back up from the ground, from the dust, and go to battle, baby. Our battle isn't like be in fight-or-flight, but like, you know, stand for what you believe in. To expose yourself to that sort of heart pounding fear that comes when you post something and you immediately want to delete it; like, that shit's scary.

Or, when you tell somebody, "Actually, what you said pissed me off. Don't talk to me like that." Or, even you see someone, you're out in the club and you're vibing with someone, you're making eye contact, and you're ready to go up and talk to them and connect, and say, "Hey, I'm interested in you." That, is you exposing yourself, purposefully, to pain.

But when you expose yourself purposefully to pain... There was a podcast you made, Simone, about clean pain versus dirty pain. And it's like this clean pain that you're choosing to expose yourself to, actually, it kind of

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cracks... Metaphorically speaking, think of a muscle. It starts to crack and rip and tear, and that muscle regenerates way bigger than it was before. So, you're also increasing your capacity for pleasure and for creativity. You know, and it's just way more fun y'all.

Simone: Okay, so if you're listening to all this, being like; I need some of what he's talking about! Go hire Carlos, go join his program. One thing I wanted to make sure I say, before we end, is... And of course, as I said the sentence, I forgot what it was. Oh right, right. Okay, so a lot of people are afraid that when they embrace their villainy, they are going to be assholes in a way they've seen other people be, and it's not like a tongue-in-cheek villain thing. Like, they really are assholes. Right?

Here's what I want to say: When you're villainy is conscious, and when you are unashamed your own reactions, and anger, or sadness, or whatever it is... When you're having an unashamed experience of whatever villain-like emotions or experiences you're having, whatever boundaries you draw, whatever you say, that could be construed by others as like; oh, what an asshole.

It becomes something that is for you, or for something you stand for, as opposed to against someone else. So, for example, let's say somebody says something to you, and you're like; ah, you know what? Nobody treats me that way. Nobody talks to me that way. Because that my standard, that I be treated better. Like, no, I'm not going to accept that. Right?

If you say that, in a way you are embracing your villainy. And if you're conscious of it, you are doing that in a way where you're standing up for yourself and your standards, as opposed to saying 'fuck you' to the other person. Right?

And if you say something that could be offensive to lots of other people but you really believe in it, that's going to come off like an asshole, only if you have shame about what you're saying. Because the reason that sometimes

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it comes off like an asshole, is because you have shame about what you're saying. So, you kind of turn that into aggression towards others. So, you're not just saying what you're saying, you're saying it with like a 'fuck you' towards others.

And I want to say, that's okay, too. I was gonna say, I'm sure I've done that too, but I know I've done that; that's fine. That's also part of the human experience. We sometimes have shame about what we're saying. And then, we say it in a way that's a fuck you to others. But the more I have unshamed, you know, my villainy, the parts of me that might be unpalatable to others, the emotions that I experienced that are not good, positive, high vibe emotions, the more I embrace them as part of my humanity.

The more I express it, it's somehow, I don't know how to say it, but it's comes off to me, somehow, pure, a bit cleaner. Where, even if there's tension, even if there's like the crunchy, ouchy kind of feeling when people interact with me, somehow, they can tell that... well, not everybody. But somehow, lots of people can tell that this is something that I'm doing for me, as opposed to doing something to hurt others, or offend others, or stick it to others.

Because the villainy is a natural consequence of you being different from everyone else. And you standing in the power of how different you are. Because one of my favorite things about humanity, is our diversity. We're all different from each other. Right? And if you say you like pineapple on your pizza, and I don't and I think that's disgusting, then I'm going to be like; eww, food villain, how can you like that? That is a travesty.

But how can we like the exact same foods? We have different brains; we are all different from each other. That's a glorious thing, right? And so, when you unshame your differences, you can stand in your difference in a clean way. Where it's really, you asserting yourself, you taking up your place in the world, and it's not against other people.

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I'm not saying everyone has to. I'm not saying if you eat pineapples with pizza, you're a monster. I'm just saying I just really prefer not to.

Carlos: We can't be friends of all it.

Simone: I said the opposite, but I actually love pineapple pizza. But I know a lot of people have strong opinions against it. So, does that make sense?

Carlos: Oh, yeah. I actually love that discernment. Because that's one thing that I also talk about, too. It's like, being a villain doesn't mean that now your goal is to go piss people off. People being a villain is just saying 'yes' to you, even when others don't like it. So, again, it's about, the conscious villainy we're talking about here, is about a win-win scenario, not a win-lose.

Another thing that I've seen people do when they're stepping into their villain era, which is sort of a bit of people pleasing in disguise, is the actions they take are to elicit the response of pissing people off, right, still seeking external validation. You're like; okay, I'm only a villain, and I'm in my villain era if I'm purposely pissing people off. So, now, let me make content in a way that offends people. Let me purposely dress this way, in a way that offends people.

Simone: But that's coming from shame.

Carlos: Yeah, that's inauthentic. Because if you were authentic, you wouldn't even be thinking about their opinion, you'd simply be sharing your truth; in your clothing, and how you speak, and how you engage with the world. And if they're losing so you can win, then you're also losing, too. That's like I really [crosstalk].

Simone: Yes. So, conscious villainy is always about what you are for, what you're standing up for, what you are asserting, what you are taking up space with that is true for you. As opposed to being against others. It's just

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that when people do that, it tends to be a problem in our society that values conformity, that values people pleasing, just go along to get along, don't stick out, make other people feel good.

Like, when those are high values in society, you being yourself, standing in your own truth is considered villainous, but you consciously choose to do that anyway. It's for you, not against other people. It is for certain ideas, as opposed to being against other ideas. So, I wanted to say that about conscious villainy, as well.

Carlos: Yeah, a good thing that I like to do is, I like to ask people; what's that thing you've been fantasizing about doing, but you're afraid that if you do it, then you'll get a response? That's like a good sign of like, a good place to step in...

Simone: Is there villainy involved? Yes? Good.

Carlos: You have to stretch a little bit, right? It might be a post; oh, man, I've been really fantasizing about making this thirst trap with this filter, and then putting this caption and... But I'm afraid what mom will think. That's a really good sign of a space where you can stretch into saying 'yes' to yourself more, and create sort of a win-win, and a medicine with your content.

Simone: In fact, if you feel like your current marketing is villainy free, you feel like you're not being a villain to anyone, you don't think anyone's going to be offended by your marketing, you don't think anybody might potentially misunderstand and get mad at you, you don't think... You're probably living way under your potential for charismatic, direct, powerful, compelling marketing.

And you're probably living way under your potential for how much joy, and pleasure, and freedom, you can experience in your life and in your marketing. Right? So, the degree to which you're willing to consciously, you

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know, step into conscious villainhood is proportional to the degree to which you get to come across as charismatic, that you come across as compelling, that you get to be a leader. Right? And which is also, going to correlate to how free, and joyful, and like yourself, you're going to feel.

Carlos: Yeah, and ironically, the influence, like our content landing more, or eliciting more responses, or maybe even money that we make, is directly correlated, or positively correlated with how much we can be in our own energy. Rather than constantly like; before I post this thing or wear this item, filtering through this person and that person, and then you make the decision; that's so exhausting.

When you start to catch all the little areas in your life... This is another thing, being a recovering people pleaser, I used to do, is like when I would like take out my card to pay for something, and there was someone behind me, I would rush to pay and like fumble around.

Because I was like; oh no, they can't wait a few seconds, they might... Now, I take my time. And it's not about inconveniencing them. It's about like; well, I was here and right now I'm paying, and this is the amount of time it takes... I'm not even in that person's energy.

What happens, is from this sort of energetic standpoint, there actually is a measurable magnetic field that surrounds us. And when our heart and head are sort of in coherence, which can actually be measured with various electromagnetic tools, we start to radiate this magnetic field outward.

And actually, what helps us to radiate this coherence, is both this ability to regulate our nervous systems, which we learn a lot with Simone, here on her podcast and in *Joyful Marketing*, and our ability to trust our own wisdom and say 'yes' to ourselves; this magnetic field actually expands.

So, you don't even have to say as much, but what you say gets felt. I've had experiences where I walk into a room, and I'm not even saying things,

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and people are like; hey, something about your energy. I just had to say something. And I'm like... And self-expression isn't about talking more. It's about, if you're an introvert, only talking when you want to. Or, if you're awkward and you were always awkward, learning how to see your awkwardness as a sexy, beautiful, delicious gift to be celebrated. Right?

Or, if you're someone who's slutty and loves sex, learning that sluttiness can exist with sacredness, it doesn't have to be separate, because some asshole with a book was preaching that it's wrong to have sex before marriage, right?

Saying 'yes' to you is the ultimate attractor of, in my own experience, clients, friendships, and pleasure; just feeling alive in my body.

Simone: I can't wait to step into my slutty mom era. I'm like; ah, that's interesting to figure out, because I'm a huge slut. And I'm like; well, what does that mean? Now, that I'm happily married with a baby, it's like; no, I still get to be a huge slut, and be a mom, and a wife. That's fine. You know?

Carlos: You know, whatever makes you happy.

Simone: Slut is a state of mind. It's not literally who you have sex with. I'm always gonna be in my happy place, being in a slutty state of mind.

Carlos: I'll say, I'm in my slut era as I'm at home sipping wine, playing video games; not, actually sleeping with people. Like you said, a way of being. It's sort of this energy of no longer spending... Let's say, hypothetically, we could only have, you know, 30,000 thoughts a day, right? It's about like a higher percentage of those thoughts being towards you, your own pleasure, and this sort of win-win mindset that we keep talking about, now.

Rather, than having 80% of those thoughts be focused thought, eliciting responses from people.

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Simone: So good. Fucking, really... I cannot even... Okay, so good. Carlos, where can people find you? How can they work with you? What do you got going on?

Carlos: Well, the one thing I'm most excited about... Well, there's two things I'm most excited about, right now. I have a group program called Academy of Villains. But, I don't know, maybe when it's launched, it might already be done. And actually, I don't know if I'm going to do it again.

But I also have a podcast called The Spiritual Thirst Trap Podcast. That is like, y'all need to go there. That podcast is fucking lit. Like, y'all need to go there. I also am active on Instagram® @carlosdelaplaya; Tik Tok®, carlitosdelaplaya; and Facebook® Carlos DelaPlaya. So, just connect with me on socials. I don't have a website, because I don't want to.

Simone: Oh my God, Gen-Z doesn't do websites.

Carlos: I'm actually on the cusp. I'm like a millennial that's on the cusp of Gen-Z.

Simone: Oh, really?

Carlos: People confuse me with Gen-Z a lot. But like, I don't even mind.

Simone: You're just keyed in.

Carlos: Gen-Z is my favorite generation.

Simone: Gen-Z is, I think, the greatest generation. I'm so like, out of it, but I think they're so cool. Anyhow, that's neither here nor there. Except, it's not. If you know, like, hey, Gen-Z, if you're listening, I think your generation is super cool.

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You guys are so liberated from a lot of the shit that oppress us millennials. Anyhow, maybe conscious slut is going to be our next episode together? Who knows, Carlos?

Carlos: Sacred sensuality. The art of being a conscious slut.

Simone: Exactly. All right, everybody. I hope you enjoyed this rollicking conversation, as much as I did. Go look up Carlos, follow him; he is a gift. And, here's to stepping into your own conscious villain era.

We'll talk to you next week. 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.