

Ep #218: How to Be More Original

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With Your Host

Simone Grace Seol

[Joyful Marketing](#) with Simone Grace Seol

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

Hey friends, here's one simple step you can take today, that is guaranteed to make your marketing more original, and make you stand out from the crowd. I, unfortunately, believe that a lot of people who listen to this won't actually follow through with my advice. But I'm imploring you to be one of the ones who follow through, because you're going to reap the benefits.

So, here's the simple step you're going to take; it's simple, it's going to take a couple of minutes, and then you're going to reap the rewards for weeks, months to come. Okay? What you're going to do, is you're going to unsubscribe from, and unfollow, everyone else's marketing and business advice, coaching, consulting, blah, blah, blah.

Stop reading all the marketing stuff. Throw away all the business books. Unfollow, unsubscribe from like, everyone who is giving your brain input on marketing sales business. Remove all the business podcasts from your phone.

I don't care how impressive such and such is. I don't care how useful, how inspiring, how you sometimes like that one time you read this thing and really helped you and you want to keep up with blah, blah, blah; I don't care. Put it down; unsubscribe, unfollow, remove all of it.

In other words, I challenge you to go on and input fast. There's a simple reason; what you put in, is what comes out. Input creates output, period. The reason that online marketing, especially coach marketing... You know, it breaks my heart. I look around, and every single coach I know, there's not one coach that I know who does not fit what I'm about to describe. Every single coach I know is brilliant, and creative, and such a unique individual.

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And yet, the sea of online marketing by coaches out there, it all looks the fucking same. It's all derivative, can't say that word, and repetitive, because everyone is following the same people, largely out of FOMO and some kind of insecurity. Like; oh, I probably need to know whatever, whoever is saying, blah, blah, blah. You know, I need to keep up with this. I need to, you know, learn this. I need to...

And so, everyone's following the same people, and everyone's, therefore, subconsciously mimicking the same people. Reproducing their decisions, reproducing their aesthetics, reproducing their judgments, reproducing their priorities, reproducing their business culture, reproducing their ideas.

You are a combination, you're like... You know you've heard that saying, like, you are an average of the five people that you spend the most time with. Whenever I hear that saying, I'm always like, crap, you know. I'm always thinking about whoever the fuck... top five people... I spend my time with, you know?

It's always like a wakeup call to my life, like what kind of input I'm allowing into my life. So, you are essentially, you know, you are a combination of whatever five people, eight people, fifteen people, whose marketing you consume the most. If you are reading and listening to and viewing ten other people's marketing input, your marketing is going to look, and sound, and feel, like those ten peoples' stuff.

You know, most of this is not conscious. Nobody's like, "Hey, I know what I'm gonna do. I'm gonna look and sound exactly like everyone else; following these trends set by the same few big name people that we are all following." Nobody's like, "I'm gonna erase my individuality by following these people, and reproducing all their decisions in my marketing."

Like, nobody thinks that consciously. Nobody wants that consciously. But all the stuff that you consume, unconsciously primes and filters your expectations, your thinking, your decision making. All of those things are

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taking up space in your brain as rules and standards. And a lot of them, you will not have consciously agreed to. You won't have filtered them through your own judgment. It'll just be stuff that you absorb, just because you are exposing yourself to them so much.

So, let me ask you, whose thoughts, ideas, assumptions, standards, values, priorities, whose limits of creativity are you filling your brain with, instead of accessing your own? The more time you spend in your own brain and being in your own body, instead of filling your brain with other people's stuff, and your body spending time reacting to other people's stuff, the more original you're going to be; the more original thoughts you're going to have. Right?

And the more crowded your headspace is with other people's influences and everything, the less original you're going to be. This is not a mysterious thing, it's very obvious; input creates output. So, I want to challenge you to go on an input fast.

When your marketing looks and sounds like everybody else's, it's not just an aesthetic thing. It's not like, "Oh, we want to be original, cuz it's cool." Like, who the fuck cares about being cool, right? It's not about that. It's just that, when you look and sound like everybody else, people can't see you; your uniqueness.

And you know, sometimes people... I've heard people say, I think it's so funny, but I've heard people say, "Simone puts the pressure on people to have to be unique." Or, people have this idea that I think people should be unique. And the reason that's so funny to me, is that unique isn't something that you can work at becoming; unique is who you already are.

Being like everyone else is what we become when we stifle our natural uniqueness. It's literally like, if I do nothing, I look like a unique human being, because I am a unique human being. Nobody has my exact face.

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Nobody has my exact hair, my exact body. Right? So, you, as you are right now, are already so unique.

So, questions like, how do I become unique, how do I find my uniqueness, are completely oxymoronic. They are paradoxes; it makes no sense. It's like me asking, how do I be human? You know, what do I have to do to be a human? It's like, um, I already am a human, right?

When you are sort of muting and muffling your uniqueness by sounding like everybody else, and looking like everybody else, because you're filling your brain with other people's input, your people are going to tune you out. They're going to scroll past you, because they can't see you. They can't smell you; they can't feel your frequency.

And the worst news, is that the people who would have been your perfect ideal clients, you know, client match made in heaven, are going to pass you over, because they literally can't see what it is about you that makes you a perfect fit for them.

You know, I spent many years dating, in my dating life, trying to mold myself into this, what I thought was like a version of me that was like, cooler and like, whatever, right. And if my current husband met that version of me, he would have never fallen in love with me, because he wouldn't have seen all the things that make me the real me. Right.

So, that's the same thing that's going to happen when your marketing looks like everybody else's, because you're consuming everybody else's marketing. It's like, the people who would have been your soulmate clients will walk right past you because they can't see you.

And instead, what they're seeing, is the influence of fifteen other people's marketing and the three influences of like, the three big shots that you think know better than you. That's what your ideal clients gonna see, instead of

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seeing you. I'm just gonna repeat myself with this; it's so important. I feel so strongly about it.

The more time you spend in your own brain, asking yourself questions and finding the answers from your own brain, feeling into; hey, what do I like? What am I interested in? How do I want to, how am I moved to express myself? What matters to me? What am I fascinated by? What am I curious about? How do I want to communicate?

And the more you mine your own mind for answers from within, the more original you're going to be. You don't have a chance at being original when your brain is filled with everybody else. Right?

So, that is my exhortation for you to go on a marketing input fast. And I will say one thing, if you are intentionally going to expose yourself to somebody's influence, some people's influence, make sure that it's people that you see and you are consuming their marketing. And you're like, "You know what? This person's marketing is actually, genuinely, making me a better human being."

Like, this person's marketing is not giving me subtle pressure. I'm not aurally slick in my brain. I'm not turning into like, a weird pressure to be more like them. This person's marketing helps me become more of me. It inspires me to be more true to myself. Right?

If there's somebody like that, by all means, keep following them. If, you know, me consuming this person's marketing, like it makes me be more true to who I am and what I believe in, and I believe in what this person is doing so much. I think that they are more of what we need to see in the world.

And, you know, if somebody else can track their influence on my marketing, I'd be proud. Because, yes, we need more of that. Right? I'm happy to be influenced by that. I want to be influenced by them because that's how

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much I, you know, that's how highly I esteem their work. If you have people like that, by all means, keep following them. If you feel like that influence is genuinely, you know, nourishing to your soul and your being. That, follow all day every day.

So, everything else that you're following by default, I challenge you to put yourself on a fast. You will be amazed how much originality springs out of your mind. You will be amazed how you naturally, easily make decisions that come off to other people as wildly original. Because again, original isn't something you try to be. Original is who you are when you are not filling your brain with twenty-five other people's decisions.

All right, my friends. Let me know how this goes up. I'll talk to you later.

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.