

Ep #219: 3 Un-skip-able Sales Essentials

Full Episode Transcript



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, I want to talk today about what I think of as three essential un-skip-able rules. Or actually, I take it back not rules, rather principles of marketing and sales. There is so much out there, and I have to admit there's so much like in my podcast, in my body of work as well.

There's just like so much knowledge out there, that it's really easy to get lost in it, really easy to get overwhelmed by it. And I think it's important from time to time to just really distill things down to the essentials and root into them, anchor into them, so that you're not floating in a million different directions, right?

So I talked about this in my social media and in my email recently. And I just feel like this is so important that I am saying it once again in a podcast, because I don't think you can hear this enough. Because even when I think about it for myself, I always come back to these three un-skip-able essential things as sort of like a, you know, like a check against myself.

I audit myself by looking at these three things and asking myself, "Okay, what am I not doing?" Right? Or what am I doing, among these three things, in a misaligned way, whatever. So this is like a point that I keep coming back to.

So, when I say three essential principles, right, I always have to give some context to that because I hate rules. Like whenever somebody says, "Here are the principles, here are the rules, here's what you have to do," I'm always like, "Get it away from me." My ADHD brain is so rebellious and whatever you tell me I have to do, I will like immediately hate you and rebel against it.

However, right, I think that it's really important to consider both sides, right? It's so important to pay attention to what feels good to you. It's so important

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to have fun and prioritize what feels fun to you, right? And the journey has to be individualized. The journey has to be led by your body and your sense of curiosity and fun. And I will like go to my grave repping that.

And at the same time, as you are thinking about all those things, if you also don't get lost in the mountains of information out there, but if you know that there's only three things that you have to do because they are foundational, unchanging, and an objective theory of marketing and selling that applies universally.

I don't care what you sell, whether you sell pipes or tarot readings, right? Like it does not matter, there is a foundational, unchanging, objective, universal theory of marketing. If you know them, your life is just going to be so much easier, right?

So I think about and I teach marketing and sales as being energetic and pragmatic, right? Pragmatic is like literally what you do. And the vast majority of what's on the internet, what you can learn, is like do this, follow these steps, do these things, think about these things. It's very much geared towards problem solving and that's the pragmatic stuff.

Energetic, the other part of it, is all about how you are showing up. Like who you are being, what emotions you're feeling, what energy you are embodying and inhabiting, what energy you're transmitting. It's all of the sort of more intangible things in terms of like your air in the world that isn't quite as simple as like, do these three steps, right?

And what I'm about to tell you, the three principles, they sound pragmatic, and they are. But the only way you can do them consistently is if they are backed up by an energy that actually supports you doing those things, right?

So for example, if you have to go to your, I'm just totally making this up randomly. But let's say you have to go to the gym. You don't have to, but you decided that you're going to go to the gym three times a week. And the actual pragmatic action of going to the gym just involves you getting in your

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car, driving to the gym, getting out of your car, walking into the gym and checking in.

So the pragmatic stuff is easy, right? But it's not like, you don't have to like go through an obstacle course to get to the gym. You just have to drive 10 minutes to the gym, let's say. That's the pragmatic stuff. But the energetic stuff, meaning the intangible, all the intangible questions of like your thoughts and your feelings and your energy, that is going to determine whether you actually end up going three times a week.

Like your attitude towards the gym, your attitude towards exercise, your attitude towards yourself. How you feel about the whole thing, that is going to determine whether you actually end up going to the gym on a regular basis. That's what I mean by, yes, the pragmatics are important. And also, unless you also have energetics that support the pragmatics, business growth is not going to happen.

I think the gym example, which I just thought of totally spontaneously, is not a bad example at all. Because, like I said, the actual physical action of going to the gym, just like the actual physical action of doing marketing and selling is not complicated. It is not rocket science. It's not horrendously complex or difficult. It's just you want to align your energy, you want to have the thoughts, you want to have the emotions, you want to embody the energy that support you consistently taking those actions.

So enough of a prelude, let's get right into it. Here are your three un-skip-able essential, foundational, unchanging, universal principles of marketing and selling. Okay, I'm going to tell you what they are and then I'm going to elaborate on them a little bit, because I think it merits a bit of elaboration.

Number one, you have to tell people who you are and what you do. And not like, "My name is Emily and I am a mom." I mean, maybe that's relevant, but you have to tell them who you are and what you do in terms of your work, right? So, "Hi, I'm Simone and I'm a marketing coach." That's it, right? Who you are and what you do in terms of your work, you have to tell people that.

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Number two, you have to help people get more of what they want. Again, I'll come back to that more later. But three, you have to tell them exactly how and why to pay you to get more. So one, tell people who you are and what you do. Number two, help them get more of what they want. Number three, tell them exactly how and why to pay you for more.

Okay, let me elaborate on each of these things. Number one, telling people who you are and what you do. You will not believe the number of folks I coach who want to make more money and are frustrated that they aren't making more money, frustrated they aren't getting more engagement, all the things that people want.

And when I talk to them, it turns out they have like a secret like separate account for their coaching stuff. And they have a separate personal account, which by the way, you totally can do that. But the reason that they have that is because they don't want half the people in their lives to find out that they're a coach. They're keeping it a secret from like half their family and like half the people they know, that they are open for business as a coach, right?

Or they are showing up, but you can't really tell from what they're doing. Like they kind of like hint at what they do, but it's not like very direct, right? So if you are hiding your coach identity, there is no way you're going to get close to selling to your full potential. This usually happens because people are, because people are people.

People are afraid of being judged, misunderstood, criticized. Or they just don't want to have to deal with the unpleasantness of people in their lives who know them as who they used to be and are going to be confused or critical about who they are now as a badass coach.

And they are like out there minding everyone else's minds and managing everyone else's opinions of them and preventing their judgment and criticism or confusion or whatever, or mocking, whatever it is. And so they are spending all their time essentially muffling their businesses because they are afraid of what other people think.

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And listen, I have been there. Not only have I been there, I think I have moved in there and lived there for many years. So I get it. Believe me, I profoundly get it. I was so afraid of actually no other than like my best friend circle, right? Like I had my little bestie circle and we were really tight. And it was their judgment that I was afraid of the most.

I had a very respectable job before and they knew me as that. And I totally thought that me being a coach, they would think that it was totally hokey and stupid and embarrassing. And so to prevent my besties from having unpleasant whatever, negative thoughts about me, I just completely hid that part of me, that part of my passion, my ambition.

And I remember how that was a real thing for many, many years until I decided one day that, you know what? I would rather be made fun of and criticized for who I really am, than accepted and loved for who I'm really not. And I can't keep this inside anymore, I have to be who I am. And it was like a decision that I made that I wasn't going to do that anymore.

But it took me years, so I get it. And until you resolve whatever the unconscious reluctance that you have inside that keeps you from proudly declaring to everyone you know, everyone in the whole world, from every rooftop, from every mountain top exactly who you are as a coach, and exactly what you do over and over and over again. Until you are able to do that joyfully, naturally. Okay, you know what? I take that back, maybe not naturally. Sometimes that takes intentionality and effort.

But until you're willing to do that, you're going to be subconsciously blocking your own potential for sales. The universe always delivers exactly what you want. If half of your unconscious desires include not being known or seen as a coach, the universe will deliver exactly that. Hey, you don't want to be seen as a coach, we'll give you exactly that. People won't see you as a coach, ipso facto, they will not hire you as a coach, right?

And I learned this from other coaches that I admire in the field too, or rather people whose marketing I admire. That's not to say that I don't admire their coaching, but there are some people that I'm like, "Yeah, they're these

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people are really conscientious, they're really good at marketing." A lot of them aren't marketing coaches that I think are doing really good work.

And they do this, they will just every so often, like they will do like a post stating the most obvious things. Like, hey, my name is so and so and I help people with this. Nice to meet you if you're new to my world. If you're new to my world, you can take advantage of this and this and that resource, right?

And just like giving people like, hey, hey, nice to meet you, I'm so and so and this is what I do. Hey, nice to meet you. I'm so and so, this is what I do. I'm so and so, this is what I do. Just like this very, very basic action of telling people who you are and what you do over and over and over again, to the point where it feels ridiculously repetitive to you, that is essential.

How often you say things has to build up to a critical mass in order for people to remember, right? And I always highly recommend, and I'm going to say this at the risk of kind of going out on a tangent. But I highly recommend every time you get up to market, marketing as if everyone who is going to encounter that marketing is meeting you for the first time today.

Imagine how people would be motivated, primed to respond to you differently when you're being kind of like jaded like, "Yeah, well, you know, everyone already knows me. Everyone already knows what I do. Okay, well, what do I talk about today?" Versus, "Hey, I'm Simone, I am a marketing coach for coaches, and I do this work."

If I'm assuming that everyone that I'm meeting is new, I'm going to be energized in a way that makes people lean in, right? And I'm going to be reminding people of things that they either have never heard about or need to be reminded of.

The more I remind people, "Hey, I'm Simone, I help coaches with their marketing." The more you hear me say that, the next time you see anyone who needs help with their marketing, you're going to be like, "Oh yeah,

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there's Simone. Simone helps people with their marketing. How do I know? Because she told me like 5 million times.” Do you know what I mean?

Okay, so I hope I have driven home the point enough, never slack on what seems like a very basic step of telling people who you are and what you do any kind of squidginess around that, you want to explore, right? Where are you not proud to say it? Where are you not enthused to say it? With whom are you not proud to say this, right?

Until you are really happy to tell everyone loudly, proudly, joyfully, what you do over and over, you're not going to be living out your full potential for selling. All right, that's number one.

Number two, help them get more of what they want. Now, this is the most misunderstood step in this entire sequence. Here's what I mean, I said help them get more of what they want. I did not say tell tell them you can help them. I said actually help them. Actually helping them is far superior to merely telling them that you can help them.

It's also the fastest and the most efficient way to get them to see and understand and believe you when you say, “Hey, I can help you.” I say this is the most misunderstood thing, and I also want to say this is the thing that people skip the most.

It frustrates me so much, it makes me want to like reach my hand through the screen and like grab people by the shoulders and shake them and say, “Hey, stop doing that.” Because I see, like 99% of what I see in the way that people market is kind of like dangling the promise of help in front of people, instead of actually giving people help.

It's like, “Hey, I'm really good at what I do. These are all the wonderful things that could happen if you work with me. I can totally help you. This is how I'm qualified. This is how wonderful my methodology is. These are all the results that other people have gotten working with me.”

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That's all great. Don't get me wrong, you definitely want to say all those things. And that's what most people do most of the time. But what's missing in all of that is where you are actually helping people to get the results they want.

There's a huge difference, huge difference, a world of difference between telling people about all the different ways you're going to be amazing and helping them. Telling people all the different ways why they being helped by you is going to be the greatest thing ever, and actually helping them.

It's the difference between telling people about how delicious something is going to be and describing everything about the food and why it's so delicious, and why it's amazing, and why it's made from locally grown organic, blah, blah, blah and cooked by the world's greatest Michelin starred chef and blah, blah, blah, greatest food ever.

Like you can talk about that all day long. Or you can give them a bite of the food so they can actually taste it. That's the difference. Hearing about how great something's supposed to be, versus actually getting to taste it, having to actually nourish your body and create sensations inside your mouth and with your taste buds, right? One is an intellectual exercise and another is like felt with your body.

When you tell them you can help them, that remains intellectual for them. When you actually help them, they receive it with their bodies. And you know what's going to happen? They automatically become powerful believers in your ability to help.

I think that most people stay on the surface of like telling people that you can help them because I think that actually helping people is a lot more challenging. Actually being useful to people is a lot more challenging. Because first, in order to do that, you have to get out of your own head and you have to step into their shoes.

When I say they, I mean the kind of people you want to help. The kind of people you want to work with. The kind of people who you want paying you

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for more help, right? Because you can't go at them with what you think is important, what you think they should value.

In order for your marketing to work, you have to help them with what they want, what they value, what they think is important, what they are already prioritizing. It's not you just going off on your soapbox about what you're passionate about. You have to get out of your head and think, where is their itch that they want scratched?

This means you have to, again, get out of your own head and you have to be humble and put your assumptions aside, put your own personal perspectives aside. And you actually have to pay attention to people, you have to listen to them and pay attention to what are their hungers? What are their desires? What are their fears? What are their dreams? What are they thinking about on a day to day basis that is like the itch that they want to scratch?

This requires a kind of curiosity and a willingness to observe and pay attention, instead of just being in your own head, right? So the first step to being able to actually help people get more of what they want is to pay attention to people and try to notice like what do people actually respond to? Because that's going to teach you more about what their itches are than you just thinking about it in your head, right?

So the second reason that this can be hard is because when I tell people don't just tell your audience you can help them, actually help them. The most frequent question that I get is okay, but how? How do I help them? Like, okay, tell me what to do to actually help them.

And based on what your niche is and what you help people with, I can brainstorm ideas for you. But ultimately, that's not a question I can answer. That's a place where you have to use your own brain to brainstorm answers and to try them and learn from all of it.

And because, you know, I've thought of countless ideas for how to actually be helpful to my people. Like back in the day, I say back in the day but it

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was probably only like three years ago, I had this free Facebook group where it was the constant experimentation lab for trying out different ideas for helping people so I could see in real time, “Oh, this really helps them. This really scratches their itch whereas that, I thought would be really great, but they're actually not as interested or it's harder for them to jump on it.” Right?

I just tried so many things. And because I have been on such a long practice of testing out my ideas for what would actually help people and then learning from it, and I've been doing it repeatedly for years, I'm a lot sharper about it now. I'm so much better at diagnosing what people want, what their itches are, and how to be more precise about delivering exactly what they want in a way that makes them think, “Oh my God, that was so useful,” right?

No mentor of mine dictated to me, “Hey, Simone, do this because your people want this.” Actually, they probably did and I probably ignored it or I probably rebelled against it. Like nothing ensures that I won't do something more than somebody telling me that I should do it. And that's just the kind of asshole that I am.

But right, the best ideas aren't going to come from me saying, “Hey, do this.” The best ideas are going to come from you using your own creativity and conducting these experiments on your own time, right? Ask yourself like, hey, I can be curious about my people I can be curious about what their itches are. And I can think of ideas for how to scratch them.

Like hey, I can do that. And I can do it and implement it, and I can learn from it. And I can do it again and make that better, right? You have to believe yourself to be capable of all of these things. You have to believe yourself capable of running this process again and again.

And listen, this is me telling you right now you are creative enough for it. You are observant and curious enough for it. You are smart enough for it. You have everything that it takes to be really good at helping people, it just takes an ongoing practice of trying different things.

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Nothing, nothing, nothing, nothing is going to be more powerful for your sales than you actually giving people what they want, helping them in advance of anyone paying you. This is such a huge value of mine, I live by it. And if you follow my marketing for any length of time, you will see that this is exactly why I make millions of dollars now, is because I've gotten so good at helping people for free.

If you're listening to this podcast, you know what I mean, right? So many people tell me that listening to my podcast is better than super expensive programs they've paid for, that they get more value from this. And that's because I pack in the kinds of things that I know that really scratch people's itches, that's going to be immediately and massively helpful for them right away.

And so when I sell a program, when I say, "Hey you guys, buy this." You guys believe me. You trust me because you're like, "Simone has already helped me, so I know Simone is going to deliver. That's not like an if." Right? Like you associate me with delivering, you associate me with massive helpfulness because I already have provided that for you before you have even paid me.

If you remember nothing else from this podcast, if you remember nothing else from anything sales related, please remember this, actually being useful to be, actually giving people what they want, actually helping people in advance without attachment is the best sales strategy. Okay, I was a little redundant, but I like to think it was for a good reason because this shit is so important. And it cuts through all the noise of like, do this, do that, blah, blah, blah, blah, blah, right? Okay.

So let's do a little review, there's three principles. Number one, tell people who you are and what you do. Number two, help them and help them get more of what they want. The third thing is, you got to tell them exactly how to pay you more and exactly why to pay you more.

You've got to tell them, "Hey, pay me" without apology, without ambiguity, without doing a weird little dance of like, I have buried that information

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somewhere on my website or social media or something and you have to go on an Easter egg hunt to find exactly how you can hire me.

Don't do that. You'll be amazed how many amazing coaches do a brilliant job of helping their people, right? They're great at doing step two, like they're like providing all the help and then make it pretty much impossible for their people to actually figure out how to pay them and why they should pay, right?

It's like, "Yeah, I love hanging out with so and so. I love being in so and so's sphere, like they give so much usefulness, they're so inspiring." And then if none of those people are paying you, it's because you're not telling them exactly how to pay you, exactly why they should pay you for more. Don't be afraid to use very direct plain words.

Being like polite about this shit, dancing around the shit is not a service. Plain direct language is of the highest service. Selling is a good thing when what you have actually helps people. So when you say, "Hey, give me money," I want you to be able to say, "Give me this much of your money because here's what you're getting in return." Like I want you to be able to say that sentence like without a hitch. This is how you can pay me, this is how much, this is why you should pay me today and not tomorrow.

You know, I sometimes do this because I want to normalize doing this. Like sometimes in my selling pitches and my emails I will say something like, "Hey, everyone, I know that some of you might be procrastinating. Listen, get your wallet, get your credit card out right now. Go to the sales page, click on the thing that says buy, enter your credit card information and give me money." Right?

And I literally say it like what I just said word for word sometimes because I want to destigmatize saying like the plain reality of we're doing this whole thing because I want you to pay me. Not because you care about making me rich, although maybe you do, I don't know. But because of what's on the other side when you pay me, when you give me that money.

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When you enter that credit card information and fork over that chunk of cash to me, here's what you get that's going to change the rest of your life and give you shit that is many, many times worth many, many more times than the money you're giving me now. This is a transaction that's going to create so much multiplicative goodness in your life. Let's get that started. It starts with you paying me. Pay me, give me money.

It always makes me think of that Rihanna song, "Give me that money. Pay me what you got." Sorry, I'm probably butchering the lyrics. But I love Rihanna, I love that song. Okay, it's a great song, look it up. So what was I even saying?

Right, so, in talking about this it's also important to tell people why they should pay you today. Because isn't that what you want? You don't want people to pay you in some distant future point, because guess what? They don't want their transformation to start in a distant mysterious point in the future. They want it to start today, they want to start feeling better today. They want to reap the benefits of getting coached starting today.

So you got to be clear in your mind. This comes from clarity in your own mind to begin with, why exactly someone should pay you today and not tomorrow. Not some mysterious date in the future where they randomly have a whole bunch of disposable income, and all the time, and stars are magically aligned and they can just like make that leap and it's totally easy and there's no resistance. Like that day does not exist.

You have to know for yourself, here's how you can pay me, here's why you should pay me, here's why it should be today. If you can say all of this in a really aligned way, meaning if you say all these things and you feel really great about it because you actually believe everything you're saying, you actually believe that doing so is in the highest good for your right fit client, that is so powerful.

And if you're like, "I'm not really sure why they should pay me today," you need to go work on that. You have to be curious, right? Like you have to be curious about like, oh, what actually is the significance of somebody getting

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started with this work today? What does it matter to them? What's the value?

When I was suffering, when I needed help with this thing and I didn't know what was available to me and I just thought I had to keep suffering with this thing forever, what were all the implications? What were all the consequences in my life? And what are the consequences of getting started today? What are the consequences of believing that something can be different starting today? You know, how does that ripple out into the future?

You have to think about all of these things so that you are genuinely congruent, so that you are aligned, mind, body, and soul when you say you want to pay me today because here's what's going to happen, right? You got to put that thought into it. You got to put that aligned intention. And you have to be able to be willing to have that dialogue with yourself to land on what that aligned intention is.

So my friends, I feel like I went on many, many tangents, but it's worth it because these are simple pragmatic steps that need to be supported by thoughtfulness, effort, intention, experimentation, and curiosity and energetic alignment. And when you do that work, it is going to reward you more than anything else in the world.

Remember, just keep coming back to these three things, three un-skip-able things. One, you tell people who you are and what you do, again and again. Two, you help them. You actually help them. Instead of just telling people you can help them, you actually help them get more of what they want. And you do that over and over again. And number three, you tell them exactly how to pay you, and why to pay you today. And you do that over and over and over again.

That is all you need to do in marketing. And if you can do all of those three things consistently from a place of alignment, from a place where you feel really good and you believe all the words you're saying, you are going to be a sales megastar, I guarantee it.

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So I hope that that simplifies your work in sales and marketing and it keeps you focused and not getting sidetracked. That's going to help you make lots of progress.

All right, my friends, I'll talk to you next week.

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.