

**Ep #231: Don't make me beg.  
Do the Garbage Post Challenge**

**Full Episode Transcript**



**With Your Host**

**Simone Grace Seol**

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## Ep #231: Don't make me beg. Do the Garbage Post Challenge

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. So, we're going to talk about the Garbage Post Challenge in this episode. And think of this episode as part two of the original episode where I introduced the Garbage Post Challenge; that would be Episode 160, 1-6-0 of this podcast. I'm not going to rehash the whole explanation for the challenge.

So, if you have no idea what the Garbage Post Challenge is, or you skipped that episode, please stop this recording right now. Stop this episode and go back down the list of my podcast episodes, and find 160, 1-6-0. It's titled The Garbage Post Challenge.

That's your homework for today, okay? Don't listen to this one. Press pause. This episode is for people who listened to Episode 160 and still didn't do what I told them to do. So, go. If you're new to this. If you're like, "What the hell are we talking about?" Go to Episode 160. We'll be here for you if you want to come back and listen to this one. Okay? Go, go, go, go, go, go.

Okay, so now the only people remaining here are those who know about the Garbage Post Challenge and either haven't attempted it or haven't finished it. Okay? If you've never finished a whole-ass Garbage Post Challenge, this is for you. I got words for you. I got important words for you. To reacquaint you with this practice and to give you another nudge to do this thing that has the potential to radically change your life and business, if you were to actually do it.

You know, just to recap, I initially created the GPC; that's the acronym for the Garbage Post Challenge, GPC. I created the GPC for my clients inside *Joyful Marketing*, my lifetime membership program. And then it created so

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many phenomenal results for my clients that they kept asking me for permission to share it with their own clients and their friends.

It was something inside *Joyful Marketing*, and people kept asking me, "Can I tell my clients? Can I teach this to them?" That I just decided, what the heck. I'm just going to make it public. I'm just gonna tell the whole world about it. I'm going to share the entire process, the entire teaching on all of it, hold nothing back. And I'm going to teach it to the world through my podcast. And that's what happened.

And do you know what happened since then? The GPC is one of the very, very few things that I've done that I could say has gone viral. Not many things I do go viral, but this one did. Someone new attempts GPC pretty much every single day. And I know this because they tag me.

Business coaches, marketing coaches, and creativity coaches are always recommending the GPC to their clients. Sending people to podcast 160. And people send me messages all the time saying that the Garbage Post Challenge changed their businesses.

So, so, many people tell me it completely and permanently killed the fear of showing up on social media. So, so, many people told me that it taught them how to let go of strategies, business strategies, that they never resonated with, that were never working for them in the first place. They learned how to do things in their own way.

People gush about the sense of freedom and joy that they found from that process. So, so, many people told me it unleashed their creativity in ways that completely took them by surprise. So, so, many people told me it healed their relationship with marketing itself and healed their relationship with visibility.

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So, so, many people told me that they were able to create a whole new relationship with their own ideas because they stopped trusting the asshole inner critic that says, "This is good. This is bad. But a lot more, this is bad. This is not good enough." When you have had enough experiences of just posting whatever, throw-away random thoughts, and then having people reflect back to you feedback, like, "Oh, that's what convinced me to hire you."

And by the way, the converse is true, as well. Like, when you have enough experience of putting out these well-crafted, super thoughtful, beautiful posts that you poured over for hours and hours, if not days, and then have it be totally met with crickets and nobody responds or engages.

But the thing that you posted as a joke, that took like five seconds. That isn't like anything that you would consider "marketing." That turns out to be the thing that gets people to work with you? That turns out to be the thing that goes viral? That turns out to be the thing that gets people falling in love with you?

When you see that happening, all your assumptions about what is "good," what constitutes value, what people want to hear, what works in marketing, all of these assumptions get upturned. When people have that experience, they become bolder, fiercer, freer. They start to exude a kind of joyful magnetism, sort of an unchecked creativity. Underneath which, there's kind of a swagger.

Like, I just trust that everything that comes out of me is valuable. I just play. I just show up. I have my own back. And I do this to express my own creativity, my own ideas and connect. Not to hustle for your likes and comments and engagement and sales.

That is what the Garbage Post Challenge unleashes. And that is magnetic as fuck. It is the most powerful free challenge I've created, by a wide-ass

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margin. And I genuinely believe that's one of the greatest contributions that I've made to humanity so far; the Garbage Post Challenge.

So then, you can imagine my surprise, when I found out that a whole bunch of my own clients had never finished a GPC. I was like, what? Not to mention a whole bunch of people who follow me. Because, you know, lots of new people follow me every day. And they'd never heard about the GPC, or even if they had heard of it, they kind of went meh and went about their way.

Or, they misunderstood what the challenge is about. That's very common. People think the Garbage Post Challenge is about posting low-quality shit. If you think so, you have completely, completely, misunderstood the challenge, right?

So, I just want to take this opportunity to clear that all up. And just imagine me saying, in my best Bernie Sanders voice, which is not that good, because I'm bad with impressions. But just indulge me for a second. I'm saying, in my best Bernie Sanders voice, I am once again, asking you to do the Garbage Post Challenge.

I'm sorry. I'm referring to that amazing meme of Bernie, in his Vermont winter jacket, asking people for donations. Anyways, I'm once again asking you please do the Garbage Post Challenge.

I want to address some of the issues head-on for why people don't finish the challenge or don't think the challenge worked for them. And I want to explain what is happening and tell you why the reason you don't want to do it is the exact reason you should do it.

Every time someone tells me, "I tried to do the Garbage Post Challenge, but I couldn't finish it," they follow that up with the exact reason that they

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need to do the Garbage Post Challenge. Here's what I mean. Let me tell you what's happening here.

Every time somebody tells me that they couldn't commit to the challenge, they couldn't finish it, here's what they're telling me. They are telling me, they're giving me insight into what their brain turned the challenge into. When people can't finish it, it's always because they turn the Garbage Post Challenge into the Excellent Post Challenge or the Valuable Post Challenge, or the Strategic Post That's Going to Get Me the Client Challenge. That's what happens when they can't finish it.

The exact reason that people don't want to, or can't seem to, finish the Garbage Post Challenge is showing them the fear pattern. The perfectionism pattern that people's brains go into in order to avoid showing up. In order to avoid taking up space.

Let me give you some examples I think that's going to clarify. Here are some examples of some of the most common things that people tell me when they can't do the GPC. They tell me, "I try to make my posts valuable. And then I just get so stressed out." If someone's saying this, your pattern is that you're afraid that your presence isn't worthy of taking up space, unless it meets a set of arbitrary criteria of "value." That's why you don't show up.

When people say, "I get overwhelmed with too many ideas, and then I just give up on the Garbage Post Challenge." If you're saying this, your pattern is that your presence isn't worthy, unless you made the "right" choice. That there's such thing as a "right" idea, the "right" thing to say, the "right" thing to share for a specific time and place, and context.

And unless you can guess which one is the "right" one... Unless you have magical superpowers that always allow you to perfectly discern exactly what the "right" thing to post is... Unless you have that, you're better off just

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shutting up and not showing up. In other words, you don't believe that your ideas, your thoughts, your way of being, and your face, in and of itself, is just right by default.

Because you are right. There's everything right with you. And when you show up, it's just right by default. You're not believing that. You're believing that your rightness is conditional, and you would rather be invisible than risk being "not right," whatever the fuck that means.

People also say, "You know, I couldn't finish the GPC because I try to make my posts as thoughtful as I can be, and strategic. I like being thoughtful. Being thoughtful matters to me. I want to make it meaningful and whatever. And then I just can't keep it up."

Now, notice how that sounds very good. It sounds legit. Who has a problem with being thoughtful, being thoughtful is great, right? Except, no. This is another way fringing perfectionism shows up, right? This person's pattern, the person who's saying this, their pattern is believing that they're not allowed to take up space. It's somehow bad, in some way, to take up space unless they've got all their ducks in a row.

It has to be thoughtful. It has to be... And, by the way, don't get me wrong. If your approach is, I have to be thoughtful, and I have to be strategic, and I love being that way. And you love your own marketing, and it's working for you. And it's bringing you the exact results you want. And you have all the clients you want. You have all the influence you want. You're making the money you want. Then, I'm not fighting with you. Then, you go do your thing. Right?

Everyone who seeks out the Garbage Post Challenge is seeking it out because they're not getting everything they want. Because they are feeling frustrated with visibility. It's challenging for them. Their content isn't creating as much of a buzz, as much demand, for their services as they would like.



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So, if you love the results that your marketing is creating, you don't have to do the Garbage Post Challenge. Jesus Christ, like seriously, right. I'm not arguing with you if you love the way you do marketing.

But if the way you're showing up isn't working, please, I invite you to be curious about what sneaky fear might be showing up in the form of, "Oh, I just like to be thoughtful. And I just like to make my things beautiful and valuable and right, and blah, blah, blah." I just invite you to be curious about it.

All those things are in one of my favorite quotes that I refer to all the time. Elizabeth Gilbert says, "Perfectionism is fear wearing a fancy dress." You know, all these things where I just want it to be good. I want it to be high quality. I want it to be right. I want it to be valuable.

This is all perfectionism, and it sounds noble, but it's just dressed-up fear. And if you're letting your perfectionism drive your marketing, another way of saying that is, your fear is driving your marketing. And when fear is driving your decisions about how to show up and how often to show up, and what to show up with, is it any wonder that your marketing is not living up to its full potential?

Because people can smell that fear. People can smell that you don't feel worthy to take up space unless this and that, right? Because what's the common denominator? What's the common thing behind all of these statements of... Like, all the reasons that people don't finish the Garbage Post Challenge?

My presence isn't worthy unless it creates value for others. And my presence is not worthy unless it's well thought out in advance. My presence is not worthy unless I'm saying the right thing at the right time in the right place. My presence is not worthy unless it follows a strategy prescribed by somebody else.



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Do you hear what's repeating here? What's repeating here is, “My presence is not worthy.” That it's somehow not good for me to take up space. And here's what I want to say to you: Your presence is fucking worthy unconditionally. End of story. Period.

You are worthy of taking up space. There is no way for you to show up that is somehow a negative in the world. When you show up, it is always a plus for the world. When you leave more trails, more evidence of your being, your brain, your heart, your face, your body, more you-ness shared with the world, it's a good thing. That's a good thing.

And that is the ultimate lesson. You know, the Garbage Post Challenge pretends to be about marketing, but really, it's about unconditional self-love. It's unconditional having your own back. It's unconditional I take up space. I am allowed to take up space. It is worthy for me to take up space because who I am is worthy, unconditionally.

Who I am is good, unconditionally. Everything that comes out of my mouth, comes out of my brain, everything that comes out of my heart, even when it's perfect, even when it's not perfect, it is worthy of taking up space because I am worthy of taking up space.

Here are some other objections to the GPC. Some people say, “I already did two rounds of the GPC, and it still hasn't improved my engagement. I didn't get any new clients from it. What's the point? So, I just stopped.” You know what that tells me, too? It tells me that they are using social media, they are using marketing, in a transactional way. They're showing up in a transactional way.

If they're saying that, that tells me that the only reason that it's worth it for them to show up and connect and share from their brains, is if it produces more engagement and sales in the short term. “Otherwise, it's not worth it,” like that, is being transactional.

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Now, don't get me wrong. I totally understand how deflating it can be when you share something vulnerably. And you use up your courage, and you want the world to meet you and be interested in your ideas. And want to dig deeper with you and work with you and pay you. I get that; when it doesn't feel like you're getting that. I know how disappointing that is, I get it.

So, I'm not saying that people shouldn't feel that way. I'm not saying that it's not normal to feel that way. But also, there's no way you can create something like that, where you're getting a lot of engagement, you're making a lot of meaningful connections, and people are responding to you, and you're making sales.

There's no way you can get there unless you first build a strong foundation of showing up without fear. Showing up with the best of your creativity. And most importantly, showing up out of the joy of expressing yourself and sharing. As opposed to sharing and then looking up over your shoulder every three seconds. Being like, so what am I getting out of this? Are people responding? If people are not responding, I don't care. I mean, there's no point; I'm not even going to show up. Right?

Once you are able to show up, fearlessly and joyfully, for the sake of expressing yourself, because you believe that you are worthy of it, your ideas are worthy of taking up space; that is the first step. Once you have that, that's when you can be strategic. That's when you can conduct different experiments, and try different things.

Hear me, so many people think, "But I want to be strategic." Yeah, I want you to be strategic, too. Being strategic is great. But being strategic when you are afraid to take up space, that is completely counterproductive and won't work. When you're afraid to show up, and you try to be strategic, the strategy just becomes another weapon of your own perfectionism. It doesn't work.

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Being strategic when you have zero fears of showing up, letting it be messy, and expressing yourself even when it's risky. And you're not afraid to make a mess of things and have fun with it. That is when strategy has power. That's when strategy can give you insight. That is what allows you to create new results.

If you want to be more strategic and thoughtful, the first step is to heal the fear of getting it wrong. It's, heal the fear of not being perfect. Heal the fear of it not working out. Meaning, you do something and it's not immediately showered with success and validation and love and sales. Right?

The most important thing you can do for any strategy to succeed is for you to learn how to have your own back unconditionally. To do things for your own internal reasons, not for external approval. To do things because it matters to you, not because success is guaranteed. The Garbage Post Challenge, when it comes to outward-facing marketing stuff, creates that way of being better than anything I know.

Another thing that I hear a lot, is that some people think, not a lot, I guess. Sometimes, right? Another thing I hear is that people think their business is way too advanced. They think the GPC is for beginners. They already know how to market. Their brand is too established for them to consider the Garbage Post Challenge.

And I beg to differ, once again. Look, my business reaches tens of thousands of people each week. My business brought in over \$6 million cash in gross revenue, last year. And, I am still doing the Garbage Post Challenge.

You've got to remember, I've been doing this for seven years. I've been doing the GPC for seven years and counting. Literally, I created the challenge for myself, so I could learn how to show up. Because I didn't

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always know. For the longest time, I was terrified to show up. I was so embarrassed, right?

The GPC made me who I am. It made my business, seven plus years, of continuously, non-stop doing the GPC. So, at this point, though, I'm no longer posting to fill a quota. I'm not like, okay, another 100 posts in 30 days. But that's because I've done it so much that all of it has become internalized deep in my unconscious mind, and the GPC way of being is automatic for me. Right?

I'm able to post and share and trust myself in a way where there's zero fear, zero perfectionism, getting in the way. If you're like me, if you also show up in a way where there is zero fear, zero perfectionism, 100% joy and connection to yourself. If that is how you feel about marketing, then you don't need a quota to force yourself to post so many times in a certain amount of time. If the primary aim of the GPC has been well accomplished.

So now, as an advanced entrepreneur, what I use the spirit of the GPC for is to take risks. To try new things. Try new ideas when it feels scary. To develop my thought leadership, without being so precious and scared about it. I do Garbage launches. I do Garbage programs.

Which, again, doesn't mean I do low-quality work. You know, hearing the word garbage and thinking, "Oh, that means doing sloppy, low-quality work," that's one of the most profound misunderstandings you can have about it.

It means I do things because it's more important for me to show up; it's more important for me to try things and be willing to fail and learn from it; and to do it all joyfully; than it is important for me to stop and preciously pour over every detail, and wait and wait and wait to take action until I know that everything's going to be perfect. Which is not even a thing that exists on planet Earth, anyway.

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That's the spirit of the GPC. And I apply it to every aspect of my business. Many of my clients who have already done the GPC several times and they've internalized it, take a similar approach. They're not counting their posts anymore because they don't need to.

If I gave them the homework, hey, go post 100 posts today. They'd be like, no problem, they would do it. And they wouldn't worry about it, and they'd have fun with it; they have no fear of showing up; these clients of mine have done this a few times.

But they keep the spirit of the GPC in order to expand into new ways of being. In order to embody new beliefs. To show up with parts of themselves that they had maybe been hiding, out of shame, out of whatever. And also, to become skilled in new tools or new methods and new strategies.

One of my beloved clients, Lynn Rogala, recently talked about something that she made up called the Garbage Bitch Challenge. Inspired by the Garbage Post Challenge, which is, of course, first, hilarious. But what it is, she gave herself this challenge to not censor herself with any opinions that other people might think is too bitchy, right? The Garbage Bitch Challenge. And, by the way, if you want to take that up too, I'm sure, she would love that.

She did that for a while. And she told us, in the *Joyful Marketing* community where she belongs, that it was so fun and healing and empowering. And that it feels like it liberated something in her. And a bunch of my students in The Best Fucking Coaching course, which is my coach certification program, are also doing the Garbage Post Challenge.

And they're like, "I'm going to also do the Garbage Coach Challenge." Which, again, does not mean you're doing low-quality coaching; it just means, Garbage Coach Challenge means, they're just getting out there, they're trying out the new techniques they're learning. They're letting it be

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messy. And they're doing it when they're feeling uncertain so that they can learn and have fun with it, and get progressively great at something that matters to them.

Do you see what I mean? Garbage-ing something has nothing to do with doing bad work or low-quality work; that's not the point. Some of the best work you'll ever do will come from you garbage-ing something.

Garbage-ing something means you love and trust yourself unconditionally. It means you're committed to what you're going for unconditionally. And you're free from your fears to take courageous action, even when the outcome is uncertain.

And you're going to go and do it even when you're not 100% pumped full of confidence. Which, by the way, is most of life. Nobody's 100% pumped full of confidence all the time, right? But we've got to go do things anyway. And when we can and when we can have fun with it, that's when all the good things happen. That's when all the success happens.

The Garbage Post Challenge is how you get good at new things. It's how you expand out the limits of your current skill set. And I will even dare to say, it is the only way to live in a way that does justice to your potential for creativity and joy, and service.

So, that was a long rant, but it was very important for me to say it. I am once again asking you... I hope that was enough to compel you to give the GPC another shot.

If you want support with it, if you want people to coach you and hold your hand through every process, you're welcome to join my *Joyful Marketing* community, where we will pump you full of support. And however you do it, even if you don't join *Joyful Marketing*, if you're giving the GPC another go,

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tag me on social media and let me know. I will give you a shout-out, and I will cheer you on.

All right, I'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.