

Ep #236: Marketing on Cultural Taboos with Stephanie Spinelli

Full Episode Transcript



With Your Host

Simone Grace Seol

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Hey friends, today's episode contains topics and language that might be painful to those who are struggling with the betrayal of an affair. So, if hearing people talk about that topic might be triggering, I just wanted to give you a heads-up to either skip this episode, and I promise there is no make-or-break absolutely vital knowledge about marketing without which you're going to fail here. There's none of that happening. Or listen at your own caution. And please, take care of yourself.

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, friends, guess what? I have a guest on this show that I'm having on for the second time. I invited her to have a conversation that I think is super interesting and super valuable. I've got Stephanie Spinelli with me. I had her on the podcast like two years ago, I don't know, it feels a long time ago, when she was in my mastermind.

I had such an admiration for her way of being and her integrity in the way she showed up and marketed. I don't remember exactly what we talked about, but something about that. And I was noticing recently, I've been keeping up with Stephanie, and I've been noticing recently that she sort of created a niche that I've never seen before, which is giving life coaching help for people in marriages or partnerships that have had affairs, or that are having affairs or might start affairs. People for whom affairs might be a problem.

Her Instagram handle is @helpforaffairpartners. I was like, wow, that is brave. What she's doing right now is so... I think it's such an example of how to shed light on things that are very culturally taboo. And I think even the idea of helping, not the people who've been betrayed by affairs, but the ones who are having the affairs, seeing them as worthy of help, and giving them the help, I think that is...

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You know how strongly I feel about unshaming, I felt that was such an interesting and valuable example of what it means to really fill a gap in the market. That's such a weird thing to say about it. And the way she does it felt so loving, courageous, and clear.

So, I just want to pick her brain about how she decided to land on the on a niche like this. And what are maybe some of the complex, more delicate things that she has had to think about and strategize through in order to take up space publicly as, "Hey, I'm someone who can help you with this." And who knows what else we might talk about. So, that was a lot of prelude. Hi, Stephanie.

Stephanie Spinelli: Hi, Simone. Thank you so much for having me on, again. It has been two years, almost to the day, since the last time you had me on.

Simone: That's so cool. Okay. So first, I want to commend you for daring to talk about something that is so taboo in society. And you know I love coaches, and I love life coaching. But so many of the topics that people talk about in their marketing are, honestly, a lot of the same old, same old. And there's nothing wrong with the same old, same old. Stuff becomes repeated and almost cliché because they are important, and they matter for a lot of people.

So, not to denigrate that, but also, there are so many things that we struggle with in the dark. Right? And some of the things that, even we coaches are like, "Oh, that's too dark to talk about. Too taboo to talk about." But on the other hand, why? Aren't we keeping the culture of secrecy, which of course breeds shame, aren't we perpetuating that shame by playing by this implicit agreement? And about what's okay to talk about, what's not okay to talk about? Anyways, what are your thoughts on all that?

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Stephanie: Yes, definitely. This being too taboo to talk about was exactly why I waited quite a while to even start this. I've been a coach for three years now. And it actually coincided with... I've just finally gotten my footing in terms of putting together a process that is my own, to use with my clients. And at the same time, it just felt like a door opened to finally start this niche.

So, I'm still doing some general life coaching in the spiritual sense. But the same exact process can be used to help people through their affair issues, infidelity issues. It just felt like the right time. It was like I finally got the call, okay, now it's time, do it now.

It is very taboo. When I was practicing infidelity, there certainly weren't any spaces that I felt, online, were welcoming to me. And that saw me still as a person, that didn't see me as a total piece of crap. People are extremely vocal about putting down anyone that has an affair. And society feels quite justified in really twisting the knife into anyone that has been having an affair.

It is okay to wish death upon them, practically. You can just say the nastiest things about them. In online spaces, there would be relationship therapist accounts I would follow, and anytime they would bring up infidelity, the comment section would be on fire.

It's like, you're one of two people; either you've done it and you understand. Or you're a more understanding person of it. Or you're so against it because you could never imagine being in that position yourself. That you would never in a million years do that. And so, you have no forgiveness towards anyone that would do that. It's intolerable. And they come down very hard on those of us that have done it.

So basically, it just came to be that the awareness is that there needs to be a space for those of us that have done it. To get help to stop the pattern.

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Because it usually is a pattern, it's usually not a one-off. And there are a lot of factors that go into it. It's nuanced. There're a billion reasons why you do it. It's never just one thing. You're not just a piece of crap, there's reasons why you've done this.

I just really had it in my heart to start that space, a space for people to be able to open up. But even so, I've come to realize that it's so taboo, and so shrouded in secrecy and shame, that people don't necessarily want to comment publicly either, unless they have a sock account or something.

So, I have a secret group on Facebook that I started gathering some women into, and they're a little afraid even to be in there. They're in there under their real names and stuff, so it's still a little scary.

But I've gone to lengths to make it a safe space. There's no shaming allowed in there and that it's for us. It's for the people that have done it to share stories with each other and get support from each other. And so far, that's doing a little better than the Instagram. I feel like people are just afraid to comment on there.

Simone: I could totally see that. I mean, your handle is helpforaffairpartners, so if you show up on somebody's follow list, people might be like, what's happening here? Yeah, I think that even just what you said so far, I am betting that it's going to be really unshaming. It'll feel like such compassion and relief for a lot of people.

For somebody else who might be considering exploring a niche that is delicate and sort of maybe taboo, what are some... Because you've obviously thought this through very much. So, do you have any insight or wisdom to offer about how to attract people to a container, and hold people in a container, in something that might be culturally taboo?

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Stephanie: Yes. For starters, how it happened actually, it kind of happened unplanned. The group happened unplanned. I didn't plan that. It kind of came to be because I made a post in a women's group that I'm in. And it's a women's group of moms who are kind of struggling in their marriages and maybe on the brink of divorce.

So, I went in there and I just said... Well, first, I put a trigger warning like infidelity. Because I know that this can be super triggering if you've been betrayed, super-duper triggering. So, I was like, "Trigger warning... Seriously, if you've ever been betrayed, do not read past this point, please." We still had a couple of people that came in and were bashing us in the comments. Like, "What kind of people are you? You're disgusting. I have to wash my face or something or clean my eyes out after reading this."

Simone: That's so interesting, because people are confusing support for people who've had affairs with condoning or encouraging affairs. Those are completely, completely, different things. You supporting somebody who has a sex addiction doesn't mean you're like, "Yeah, sex addiction. Sex addiction is great." It's completely different things. Yeah.

Stephanie: That is exactly right. My post, I said, "I practiced infidelity. And I'm in the process of getting a divorce right now. I know that a lot of women struggle with this." I'm sure because it's a group of thousands of women.

I said, "I'm sure a lot of you have struggled with this. I'm on the other side of the shame of it. And so, I want to share some things with you. You're not a piece of crap. You had reasons for doing what you what you did. You get to forgive yourself. You don't have to suffer under someone else's idea of retribution for the rest of your life."

Because that happens often in marriages, when they try to stay together. That the person who was betrayed might feel like, "Now I have to keep shame upon you or punish you for what you did, in order for you to make it

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up to me.” That’s a real thing. And a lot of women are suffering under that. So, I kind of said, “You don’t have to do that. You don’t have to live through that and deal with that.”

It got a response beyond my wildest dreams. I couldn’t believe how many women commented and were like, “Thank you so much for talking about this and bringing it up. There’s nowhere to talk about this.” And then quite a few said, “Can you start a group” And then, one of them messaged me privately and said, “Let’s start a group.”

So, we started the group. I just made it, you have to message me to get the link to join. The name is not even public, you have to message me. And it’s a very strict policy, obviously. There’s no shaming in there. There are no screenshots allowed, obviously. But so far, it’s been fine and I haven’t had to kick anybody out. It’s immediate elimination if you even come near shaming. But I haven’t had that problem. It’s been a very supportive space so far.

To answer your question, how to go about it? I think that sharing whatever your personal experience is with it breaks the ice right off the bat. If you’re not just coming to teach about something, you have your personal experience and you’re willing to be vulnerable and share it, I think that’s the most powerful way to do that.

And then, it’s just about... If you’re a coach, you know how to hold space. It’s just holding space and being empathetic and compassionate.

Simone: I think it’s really admirable that you also were thoughtful about caring for and protecting people who might have been hurt by affairs. So, it’s not just like, I’m here for you if you’ve had affairs, but also acknowledging the realness of the pain, right?

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I'm just wondering if you have any other insights about... Because I've scanned your IG feed, and it felt like such clarity, compassion, and love and support, but while also not... I don't know how to say this. You're not telling anyone that what they're doing is okay...

Stephanie: Yeah, right. I'm not condoning, as I said.

Simone: You're not condoning it. I don't know. There's such a clarity that's also very loving, and I thought you nailed that combination so well. Other thoughts on, if someone else is exploring a niche like this, that is culturally taboo, how they can also take steps to respect people who might have different opinions about it?

Stephanie: So basically, it's about being willing... This is where the vulnerability comes in. You have to be willing to see what you did as an egregious mistake, or...

Simone: Without going into shame, like, I'm a terrible person and a piece of shit who deserves everything bad.

Stephanie: Right. Honestly, I can be very pragmatic. And so, I see this very pragmatically. It's like, listen, what's done is done. It is what it is. It's literally not practical for you to live in shame for the rest of your life. Or spend the rest of your life thinking that you should be punished. Or agreeing to be punished by your betrayed partner. None of that makes sense. It just doesn't make sense from a practical side.

Simone: And also, practically, shame is probably what keeps you in that pattern. Right?

Stephanie: Exactly. Yeah. So, to me, that's kind of how I'm approaching it. It just doesn't even make sense to stay in the shame. And then, I've always had this fairy godmother persona in me. And so, with that comes a

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vulnerability to see all sides of a matter. And to not take it personally. Right?

Simone: You called it vulnerability, but I think it's an extraordinary maturity and mental skillfulness, to be able to see all sides.

Stephanie: Well, the reason why I say vulnerability is because the brain can and will tempt you to take it personally. And it might be triggering sometimes. Essentially, if I were to go in that group and I didn't put a trigger warning, and then I just let people come at me in the comments, imagine the onslaught of what that would feel like emotionally?

The trigger warning was just as much for me as it was for any anybody else, honestly. It wasn't just for other people. But to be able to see all sides of it, when you put yourself in the shoes of the one that's been betrayed, and how painful that is...

Obviously, it's an entirely different pain, right? The pain of the person doing the betraying, is they've betrayed their own selves for so long that it was just the last straw. And they had an affair to release that pressure of not living up to what they wanted in any way, shape, or form. Right?

But the person who has been betrayed, the ground just fell out from under them. Their whole world has been turned over. And they, very often, if they're taken by surprise, it's not like they look at it, and they're like, maybe I deserved it; not that anyone deserves it. But sometimes you might say, "Well, you know what? I was a jerk. And maybe I drove you to this."

Very often they don't think like that. They're looking at it like, oh my God, I was just living my life being the best person I could be, and you went and did this. And thanks for ruining our lives. This is a significant trauma to them; we can't overlook that. But we can face that with courage when we can get over on shame of it.

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That's why getting over the shame is so powerful, because then you can hold space for the betrayed's experience. Which before, the shame was so painful that you couldn't even bear to face it.

Simone: Right. And when you face it is when the potential for healing and repair starts. That's so good. Would you mind sharing? Because you said it took you a while to sort of come up with a process, for helping people, that really felt like your own. I'm just so curious about it.

Stephanie: Yeah, sure. In my general coaching business, it just came to me. It was like a download in December, Higher Self Activation. And the way I would describe it, I'm sure many listeners are familiar with Life Coach School and the model and being the observer of your thoughts. Which is, of course, stoicism anyway.

But it's basically, instead of a neutral observer, your higher self is a compassionate witness; to borrow from Unshaming, the class I took with you and David. The higher self is the compassionate witness to whatever you're going through. So, it is observing, but it's not judging. And then on top of it, it's offering love and support and compassion and empathy and whatever comfort you might need in the moment. And whatever wisdom you have hidden in you is accessible through your higher self.

So, I call it The Higher Self Activation, and it's seven sessions. Through the seven sessions, we craft this persona that is your higher self. Because I do get coaches that are familiar with the observer, but then I get people that are not coaches that are not familiar with it at all; they've never looked in on themselves from the third person. And so, this is totally new for them.

But the thing that I'm most proud of is the seven sessions. That I don't need to have you for six months to teach you this. To me, it's a combination of all the coaching tools that we've learned in LCS, and also that I've just kind of

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created through my practice of coaching people and the emotional processing.

We put it all together, and now it's something you can use for literally any problem, for the rest of your life. We don't need to be in ongoing coaching for months and months and months. We could be if you want to. But literally in seven sessions, you have this persona. And now, you just have to keep honing it as you as you go on.

So, I'm doing that with clients now in general life coaching, but it would be the same process that I use to help people stop having an affair, essentially. This is a new niche for me. And I have coached clients...

It's funny, I don't mean to digress, but I never marketed this, about the affairs. And I kept getting clients that were actively having an affair. It just come up. I would be coaching them, and...

Simone: Even when you weren't saying anything publicly about this, people were still finding... See, that's what I mean, everyone, when I say the niche finds you, right? If you have to artificially belabor a niche, it's probably not the right one. That's so interesting. They would confide in you...

Stephanie: So, I kept getting them. And I'd be like, "Oh my God, me too. You're in the right place, because me too. I totally get it. I understand and I don't judge you." I've coached a lot of people already through their affairs or coming out on the other side of it, releasing the shame of it. Whoever comes to me now, I'm going to start using the Higher Self process with them specifically.

Simone: So basically, it's kind of retraining your brain to look at yourself and to talk to yourself from a compassionate place, without shame. And then from that place, you can look at what's going on more clearly, and have greater capacity to make better decisions and have the emotional

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courage and fuel to be able to engage in whatever repair needs to happen, etc. Okay, that's beautiful.

Can I ask you a little bit about how did you go from thinking, "I could probably be somebody who helps people with this. This could probably be my niche," to, "Okay, I'm actually creating an IG handle called helpforaffairpartners. I'm going to put it out there as somebody who's going through a process of divorce." I know you have kids. How did you decide it was worth it?

Stephanie: It's going to sound so simple and so funny. Basically, the reason why I was dragging my feet for so long... I've been wanting to do this, right? But I was dragging my feet for the longest time because I wasn't ready to share my story.

And then all of a sudden, it dawned on me that I don't need to share this story. I don't need to share every detail of my story to help people with this. I know what I'm talking about and that becomes very obvious. Everything I post, I'm posting from my experience. Anybody that's reading it, that's having an affair, it sucks them right in. They know that I know what they're going through.

Simone: You said that it's simple, but it's I think it's really profound.

Stephanie: Oh, okay.

Simone: No, really, no, no, no. Everybody's like, when they think about sharing things or transparency, they think it has to go from zero to 100. And then share every lurid detail of everything. No, you don't. But I want to say that is profound, and you can share or not share as much as you want. But I still think it's a lot to even admit to people that it is something that you experienced as well. That you had an affair, as well. And that you're going through a divorce.

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I think that just creates a giant crack in this illusion that so many coaches, intentionally or not, cultivate. Of, we have perfect lives, and we have these perfect nuclear families, and our love lives are perfect. And that is not true of anyone. Right?

And so, I know that when you came to my first podcast two years ago, you referred to it as a big marital problem. You weren't any more specific than that. But how did you even find the courage to just tell the world, "Yeah, I know what an affair it feels like, because I had one."

Stephanie: Well, honestly, not that I'm getting a divorce. Because when I was still trying to be married, my ex was not okay in sharing anything publicly, because that was quite embarrassing. So, it basically was, I'm released from the marriage so now I can talk about it. I mean, he's aware that I'm talking about it as well. It's obviously not going to be a secret.

But I don't know. I don't know. I've just I've always been this person, too, that I've never been the most private person. If I think it'll help you, I'll tell you. Know what I mean? I'm kind of an open book. There's really not much that I won't divulge.

Simone: Lately, in my marketing, in my... I don't really think of my marketing as "marketing", it's just me talking to my people. I've been talking a lot about transparency. I'm an ongoing experiment of transparency, right? And I say experiments because I don't think transparency is a binary. It's not like, you're not transparent or you are transparent. There's a lot of nuances, there's a lot of layers.

Transparency, in and of itself, is not necessarily a virtue, you can be transparent in a way that's not respectful of yourself. You can be transparent in a way that hurts other people. But I think thoughtful, intentional, compassionate to yourself, transparency is so powerful.

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And I want to hold you up as an example of what's possible in an industry where anything that is outside of bright sunlight just gets shoved under the under the rug. And anything that deviates from the sort of cultural norm of the perfect, white picket fence, nuclear family gets demonized and marginalized.

What that means, is that we are demonizing and marginalizing a giant part of the human experience, and that creates a culture of shame. Shame creates internal oppression, which enables external oppression. And it's just all the things that we are supposed to be against.

So, I hope that, if you're listening, even if you have no particular interest in coaching in a taboo niche or anything like that, we all have taboo shit inside of us. Right? We all have demons inside. We all have darkness inside. None of us has a perfect family, perfect partnership, perfect anything.

And, again, the point isn't to just disclose shit for the sake of disclosing shit. That's not it. I see you nodding really aggressively. So, you have thoughts about that, please share. How to do thoughtful, intentional transparency, right? And respect yourself and honor yourself when you're like, "You know what? This is my limit. And I like the reasons for my limits." The limits aren't set from fear, the limits aren't set from whatever. It's just like, I'm deciding this and that's cool. That's okay. So, tell me.

Stephanie: Yeah. I was thinking how a few minutes ago you had said, oh, people think that they have to go from zero to 100 with sharing the personal story and that's what holds them back. And it's just to say, this is the difference: You're not airing your dirty laundry. You're not confessing. That's not what this is, right? [Cross talk] "And now I need you all to rally around me and tell me how great I am," that's not what we're doing here.

If you're trying to do a niche on a taboo topic, then you share your experience through; relating it to the client.

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Simone: I'm sorry, I want to say even if you don't have a taboo niche, even if you just want to share... Oh my God, how many coaches do I coach who are like, "I have trouble marketing as a coach, because some part of my life is imperfect. And I feel like a fucking impostor," right? So, this isn't just if you have a taboo niche, it's every coach who has something taboo inside them, which is every single coach. Sorry, I cut you off. You were saying?

Stephanie: No, that's okay. So, the way that you're speaking to the taboo, is that you're relating person-to-person, heart-to-heart, what the weight of the taboo is. You're relating to the client, or the potential client, the people that are following you, you're relating to them in that sense. The details of the story are not needed, the confessional is not needed.

Simone: Because that is not relevant to the clients who are suffering with problems in their own lives. They don't care. Yeah, right.

Stephanie: They just need to know that you know the pain, that you get it, and that you have compassion for them, and that you're not judging them. That is my number one feedback, that I get from every client: Thank God, you don't judge me. I don't feel judged by you. It's the number one thing that they're looking for when they come to me, is this sense of not being judged.

Simone: Clients want to not be judged, they want to feel understood, they want probably compassion, and they want help, they want insights. Help that's actually going to help them have a better life to be able, to make better decisions, feel better. And none of that requires every last detail about whatever, right?

So, we're holding a paradox. On the one hand, I'm encouraging transparency, because transparency kills shame. And shame thrives when everyone's keeping secrets from each other. Because we all think we're bad and unacceptable. On the other hand, when you decide that something

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is worthy of talking about with your clients. When you decide, You know what? My clients struggle with this. I have experience with it, and I'm going to speak to it.

The intention is always because it helps the client. Because it cuts through the shame, right? And so, filter your decisions through, you don't owe anybody shit, actually, in terms of information. No one is entitled to any piece of anything in your life. So, if you do want to practice transparency, I really want to insist that you, if it's not a decision that you make from your power and your desire, like, I want to be transparent because of XYZ reason, then there's no other reason to.

There's no fucking pressure. You don't owe anybody shit. If people press, you can be like, "That's none of your fucking business."

Stephanie: Right. The details of that are not relevant right now. You don't need to know the details. You just need to know that I know what you're going through. And I know how to hold your hand through it, now.

Simone: And keep directing your focus back to 'I know how to help you; I understand what you're going through.' And if for any other noise that anyone else might direct your way, or that your brain thinks other people are directing your way. Because you think, "Oh my god, if I talk about this, other people might think..." Who cares? You're not a politician. You're not here to win votes from the populace.

You're here to help people, make money, and have a business, because you have a great product that actually makes a difference in people's lives. So, keep directing your focus back to that. Anyone, listen, whatever Judgey Sandy who's going to judge you, ain't going to pay your bills, right? Those people are irrelevant to your business.

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So, I don't mean to dismiss how activating it can be to your nervous system to experience other people having thoughts about you. I don't mean to dismiss that, but also, that fear doesn't have to control your decisions. That fear does not have to run your business. You run your business, and your intentions and expertise in terms of being able to help your clients, that's what runs your business.

Stephanie: That's right. I think that anybody who's had an affair has already heaped so much shame upon themselves. You almost get to a point where nobody can hurt me more than I've already hurt myself. Having an affair is such an act of self-sabotage, that there's just no way anybody outside of me is hurting me any more than I've already hurt myself. I've already ruined my marriage, possibly ruined my life; in thinking not in actuality.

But this is what it feels like. You feel the weight of what kind of person am I to have done this? I'm ruining everything. I'm ruining my kids' lives. I'm the worst person and alive. And once you're thinking like that, other people saying it is just noises, as you called it a few minutes ago. It kind of becomes just noise.

So, if you forgive yourself, that's why it's so powerful and you can kind of withstand... It's not that it doesn't hurt at all if someone has a negative opinion of me, I just I know how to take care of myself when I'm hurting.

Simone: But it's like, okay, so what? I'm human, life goes on, right? And you're talking about it in terms of an affair, but there's so many things that people use as a reason to heap really awful abuse on themselves. Let's say your business failed, or you're bankrupt, or you have a lot of debt, or you, I don't know, whatever the fuck. There are so many things that we shrouded in secrecy and shame because we think that it makes us uniquely broken.

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And the worst abuser is probably always in your brain and anything anyone says, it only hurts because it echoes what's already in your brain. And if you tend to that relationship with yourself, like Stephanie said, that higher self, that compassionate observer, then I think building that relationship with yourself becomes a buffer, to an extent, against other people's opinions.

I think that also, not to make it sound all gloom and doom, because I think as you go through this process, yeah, sure, there's going to be critics. But I think you also find people who are so grateful for you, who are inspired by you, who feel healed by you. And you also find people cheering you on.

You won't get to find those people unless you trust the direction that you're that you want to take. Right? I honestly wasn't sure what was going to come off this conversation exactly. I just really knew, somehow intuitively, that my people needed to hear from Stephanie. And I think ultimately, what it ended up being about was not just about affairs and taboo niches, but how also about how to carry the vulnerability of being human and our imperfection, especially in some of the most painful places, with wisdom and power as a coach. I think it's one of the most powerful conversations I've had.

Stephanie: Thank you. This is going to help so many people. And that's what it's all about. We have to put the word out because it is so shrouded in secrecy. And when people feel seen, that's the first step towards their healing.

Simone: Yeah. And if I can offer you some unsolicited marketing advice, Stephanie, I think that your IG helpforaffairpartners isn't just for affair partners. I mean, it is, but I think so many people would get value out of it. Because, first of all, even if you haven't experienced similar challenges in your partnership, how many people are children of affairs, right?

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Or just have had experience in their family or it's never happened, but you're worried about it happening? I think what I just described describes most of humanity, right?

And from your account, they can learn so much about human psychology and how it works and why we make the decisions we do, and what steps to take in order to make your relationship to yourself, and therefore the relationship to your partner, as healthy as possible.

And so, I think you should... Don't change the focus, but also have it, I don't know, have it in your bio or something, but it's for everyone who also wants to understand affairs better, outside of this shaming paradigm. Anyway, not even really advice, just personal opinion.

Stephanie: But it's your personal opinion so of course, I'm going to listen.

Simone: Well, listen, but use your own judgment anyway.

Stephanie: Yeah, I can see what you're saying.

Simone: Yeah. All right. So, how can people secretly find you if they need help with their relationships?

Stephanie: Yes, my not-so-secret Instagram, which is public... My Instagram is @helpforaffairpartners; my website, which is still under construction, but it exists, is also HelpForAffairPartners.com; Facebook, you can just look me up Stephanie Spinelli. If you're in the coaching world, you'll see I'm friends with a billion coaches and my shining face is the profile photo.

Simone: They just DM you on Instagram, too?

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Stephanie: Yeah, they can DM me. My Facebook is a regular page, it's not a business page. But you can look me up, you can message me on Facebook, and I also had given your assistant my link to my Acuity. I know she asked for all my links so I gave her my link to my Acuity as well, if anyone wants to just schedule a call with me. Those are the links for now.

Simone: Okay, perfect. We'll have them all in the show notes. Okay, Stephanie, thank you so much for this super insightful conversation. Do you have anything else, last words you want to say?

Stephanie: Thank you so much for having me. Yes. There's one last thing I'd like to say. I feel maybe I expanded upon how bad the betrayed people feel. And I don't want to make anyone... the exact people I'm supposed to be speaking for feel bad, any worse than they already do.

So, if you are somebody who has had an affair or is currently having an affair, and you're really beating yourself up about it, and you feel like the worst person alive and you don't know how to end the affair... Or you don't know how to ever forgive yourself or anything like that, I just want to let how much I am so here for you, and do not judge you.

I understand the pain that ever caused you to have an affair. I understand it, I've lived it. You had valid reasons for doing what you did, even though it led to a result that is undesirable. You make sense. I promise you make sense.

And when we look at all of it together, all the factors that led to you having an affair, we would see that you're just so worthy of a second chance at life and worthy of forgiveness, your own forgiveness, worthy of trusting yourself again and loving yourself, and then attracting that love back in your life. That's all.

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Simone: Oh, man. I'm really emotional about that. And that, my friends, is how you speak love and wisdom to a taboo subject. I hope we all grow the capacity to do more of it, just in general.

All right, my friends will speak to you next week.

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