

BONUS EPISODE: Model Heresy

Full Episode Transcript



With Your Host

Simone Grace Seol

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

Hey, everybody. Listen to me. For the first time ever, I am teaching a one-time secret class available to the wider public, available to everyone, that means you. Yes, I am throwing a party and you are invited. The other day, actually the other night because it was literally like 3 AM and I happened to be awake for whatever reason and I was thinking to myself, hold on. There are very specific, strange ways I self-coach, very particular ways I approach the self-coaching model that I use all the time on myself, and I literally never talk about them with my students or with my audience. Why haven't I ever talked about them or taught these ideas ever?

Wait a minute. I could just talk about them. I could just teach them. I could just like put it all in one class and teach it. Everybody's always asking me about how I self-coach to create the results that I do in my life and in my business, and it's not I didn't teach these because I was trying to hide them or keep them secret or anything, but I think they almost felt too obvious, right? Too close, like, oh, doesn't everybody think this way?

But then I realized, no, everybody doesn't think this way. And now I'm going to take all those ideas together and make it very simple because they are very simple and I'm going to tell you everything about it. I'm going to tell you exactly how I self-coach which is very different from how most people, I mean, at least as far as I'm aware of, different from how most people do it. And I don't mind telling you, if you take these very simple ideas and apply it to your self-coaching, it might just change the way you self-coach forever.

So this upcoming class is called model heresy. Of course, when I say the model I'm referring to the self-coaching model developed by my teacher, Brooke Castillo, founder of The Life Coach School, through which I am certified. And when I say I'm playing with the model, teaching in class

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called model heresy, I'm not saying that I'm going to break the model or add to it or subtract from it or turn it into something different. I really respect the way that Brooke teaches it and I follow it, but I also have some other fun ways of thinking about it and playing with it. And I liked the way that I think about it because it takes me out of my thinking mind, out of my cognitive mind, takes me into my unconscious programming and creates space for magic and spirituality to enter into playing with the model which frankly is super important to me.

To me, self-coaching is nothing if not interfacing with magic and spirit, that's where I get all of my mojo, all of my juju, and it really is the secret behind all of my genius, all of my great ideas, and all of my most inspired moves. Then again, I don't own magic and spirit. It's out there and I just happen to be tapping into an ocean of it that we all have access to. And I want to encourage you to play with more ideas, to access all of that when you're self-coaching, when you're using the model. So if you want to get freaky and magical with the model with me, join me.

Here are the dates. We're going to meet on June 3rd, the Thursday, at 7:30 PM Eastern, okay? And we're all going to get together in a secret zoom room for 90 minutes and I'm going to teach, and I'm also going to get a chance to answer your questions and coach you on your coaching, right? It's going to be so much fun. And I'm also going to gift you a little PDF workbook to keep and so that you can keep integrating these ideas into your self-coaching.

And of course, if you can't make the class live, you will have access to the recording for 72 hours, unless you are a joyful marketing member in which case you will have access to recording forever because I'm going to put it on our course portal. And here's the best part, you ready? The ticket to enter the class and change your self-coaching forever costs \$6. Yep. You heard me right, 6 US dollars. Why? Because I want this to be fun. I want all of my people at the party, that means you, you are invited. So here's what you do now.

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Go to the show notes of this episode and click on the link to register and get your secret class ticket. I cannot wait to jam with you. And oh, by the way, if you're like, what is this self-coaching model she's talking about? And you have no idea what I'm referring to and you still want to hang out with me anyway, no worries. I'm going to leave a link for you to get a quick and simple guide to learning Brooke Castillo's self-coaching model that's taught to Life Coach School. It's a very powerful but simple idea, and it's available for everybody to learn.

It's really isn't rocket science and you're just going to read it once and you can understand what I'm talking about. So I invite you to take this opportunity to learn about the model anyway, and get a little sense of it. And then come join us in the class to take these ideas deeper and wherever you are in the coaching journey, I promise that it's going to add so much more depth and fun to the way that you self-coach. So whoever you are, wherever you are, get your ticket now for just \$6 and we're going to have the best time. I will see you there.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you'd 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.