

# Ep #104: From Corporate America to Six-Figure Coaching Business with Jill Griffin

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

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Welcome to Joyful Marketing! I am 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, today I am so delighted to bring you a conversation between me and my Mastermind client, Jill Griffin, who is a career coach and she just made over \$100,000 in just about seven months, and a bulk of that in the Mastermind. We had a beautiful conversation. We talked about leaving corporate and adjusting your brain to running your own business and what it took for her to get out of, you know, from being a corporate marketing executive to being your own marketing executive and how to approach coaching as a form of ministry.

You're going to get to hear the inside of a mind that thinks at a really high level business wise, and also is so full of heart and humanity. And I know you're going to love this conversation. So listen on.

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Jill: Hey, I am Jill Griffin. I am a career and business coach and I coach people who feel stuck in their careers how to move forward with confidence and figure out what's next.

Simone: Okay, but here's the thing, I feel like your world is very different from any world I have known. And so you might have to revise that pitch because you want to tell people exactly whom you serve. Because you serve people who are at a certain level in the corporate setting, tell me more about that.

Jill: Yeah. So basically I'm coaching people who are C-suite and just below that. They're really trying to make the next step, what often they're finding is they got the dream job or the job they thought was the dream job. And

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now that they're in it, something's off and they don't exactly know what it is. So they don't know if they need to stay or go, or if they've topped out, or if they need to leave. They just feel stuck in some way.

So the work that we're doing is really looking at their brain, looking at what they're thinking. And deciding, helping them decide whether or not it's a matter of fixing internally, or eventually moving on. And what I always say to them is, "We're not moving anywhere until we at least pass through neutral", because I don't want clients to be in a position where they're running from one thing, going into the next with the same type of mindset. We want them in a more neutral space so that they can eventually then decide where they're going next.

Simone: What do people in that situation do without you?

Jill: It's funny, so many...

Simone: Is it just like a straight up midlife crisis?

Jill: Yeah. I mean so many of my clients have said things like, that the support, the guiding of their brain, the questioning, the challenges of what they're currently thinking. And a lot of times they believe what they're thinking, which of course I get because I often believe what I'm thinking. But asking them the hard questions, getting them to think, if they didn't have this they would be sitting sort of in their own diaper, dirty diaper that is. Or they might be talking to a partner, a spouse, a friend, who of course can give them some suggestion but it's biased inherently because they're in...

Simone: Because a partner has an agenda, as your spouse has an agenda and their friend probably has a good idea of what they think is best for that person.

Jill: Right, because they only see them through one lens. The work is so – I mean I get to sit here and watch people's journeys and I often just I'm filled

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with tears of appreciation where I'm watching people really get it, change their lives.

And most often they don't leave their jobs, meaning they've been able to take a heightened situation or a place where they just feel like they're itchy on the inside and they want to get out. And suddenly they're like, "You know what, this is not so bad and everything's fine for now. And maybe in six months from now I might need to look for something." But for now, again, getting people into a place where they're able to see what they really want. And then be making decisions on purpose, versus decisions from hair on fire. It's such a difference.

Simone: I think it's so important what you're doing. And I want to ask you more about that because there are so many interesting things about your work and the way you approach. Because there is, you know, there's so many career coaches in the world and they're all doing great, very important work.

But you speak about – I might be paraphrasing wrong, but you speak about making men feel safe with you. And about needing to go and really serve all those souls in these C-suites or just below, these men in leadership positions and who everybody else in society looks to as those are the people who got to figure it out. And help to create a safe space for them to do their internal exploration and to make their next move, I think that you – I think you would see it as that work being sacred.

And I'm using this language because I remember you and I had a conversation about me having gone to seminary and life coaching being sacred work. And I just love that you are making that available with your specific frame in those corners of the world that I am admittedly very far from. So anyway, I would love to hear more about that. But first I would love to talk about how much money you made this year? Because I can't keep up, I look up and she's made more money. I look up and she's made more money.

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How much money have you made this whole year? And how much have you made since joining the Mastermind in July?

Jill: Yeah. So just looking at my coaching business, because the earlier part of the year I was consulting, so in the last seven months which is really where I went full on, full-time coaching. I've made \$118,000 in the last seven months. And I thought – I was sort of thinking, okay, is it possible to break a 100 in six months? And I guess it is because I'm now almost at 120. And then who knows? Maybe the time this airs, I've got another 20 in the ether right now, so maybe by the time this airs that will have come in.

Simone: That's incredible, and how much of it since you joined the Mastermind in July?

Jill: In your Mastermind, 95,000 since July, if I'm being really specific, 95,600. And then like I said I've got 20k in the ether.

Simone: Do you mind if we just recount the conversation that we had when you applied?

Jill: That was amazing.

Simone: It's my favorite story. It's one of the reasons I fell in love with you. Now yeah, please, let's talk about it. So Jill applies and I'm like, "Jill. Jill is awesome." And then I'm talking to her, let's find out about your business. And then she tells me that she's doing career coaching for these people and she's charging – was it for six months or six weeks, or eight weeks?

Jill: It's doing six weeks, I think at the time I was doing \$1200.

Simone: Yeah, six weeks for \$1200. And my words to her which I then forgot but then she reminded me, was my words to her was, "That's atrocious."

Jill: I think you actually said, "Your offer is atrocious." I was like, "What do I do?"

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Simone: Well, I said, “Your offer is atrocious.”

Jill: I was like, “So what do I do?” You’re like, “Go change it.”

Simone: [crosstalk] was with me.

Jill: And then I was like, “Okay.” You were like, “Double it right this second.” I was like, “Okay, so I guess we’ll double it [inaudible] 3,000.” And then I was like, “Well, what do I do between now and the Mastermind?” You’re like, “Go book it up.” I was like, “Okay.”

Simone: No, but what I love about that is that oftentimes – listen, you’re not the first person that I’ve said something like that to, “This offer is horrible, you have to immediately raise your price.” And then some people just don’t, they don’t do what I say. I didn’t just tell you to raise your price because I – just because they were good reasons. It was the clientele you serve and it was just so clear to me you were undervaluing yourself.

Jill: Thank you. And that became really obvious as I was doing the work with you but I, you know, it doesn’t mean I didn’t puke a little bit in my mouth. But when I think of my trajectory where I went from 1200 to 3,000, to 5,000, to 65 to now I’m at 10. That to me is even like oh my God. And then I have a feeling next month you’re going to be like, “Raise it again.” And I’m going to be like, “Alright.”

Simone: This is an important point because you want to price yourself like, you know, for those people, corporate executives they might not take your offer seriously if it’s \$1200. And it just made sense to me and my hunch was right because you literally raised your price five times just within the past three or four months in the Mastermind, and what justified that every time was just the market responding to the supply. So each time you raise your price you booked it out at that price, each time, and then you raise it again and then you raise it again.

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And then you just keep – you just can't stop the flow of incoming clients. And so I recently coached Jill to raise it to 10,000 and that was also - there was a little bit of drama. But I was like, "We're going to do it." And then she might have to raise it again. And I even had to tell you to stop making money this year because...

Jill: You did, I was like, "Wait, my coach is telling me to stop making money. What is going on?"

Simone: Yeah, and I think that's really interesting too because that's – so to be clear, it wasn't really about not making money anymore, but getting into a mindset where you are not making more money from a place of I need to, I have to. Because this is my personal story too, I have had – also had the experience of hitting my goals out of the park, and my impossible goal out of the park. My goal for this year by the way, 2020, was 400,000.

Jill: Oh my God.

Simone: And I made twice that in eight months.

Simone: Right. But then what I noticed was my mind – my nervous system was still stuck in that go, go, go, hustle, hustle, hustle, create, create, create mode after I blow my own goals out of the water. And so it got me thinking when is it ever the time to let my nervous system adjust to we have not just arrived but we have just killed it? And what is it like creating from the energy of oh my God, I'm amazing? I just killed it, I am a killer. And just being amazed with myself and letting myself stay there for more than two seconds at a time.

Jill: No, it's a really great point and definitely something that you've coached me on throughout the Mastermind where I come out of corporate marketing, corporate advertising agency, big global brands, multiple countries, that kind of a mentality. And you don't stop; you're always on the kill. You're always looking. And what I started to do when I left corporate and then started this business is that I was doing the same energy. And

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yes, I was making money. But all of a sudden it was like I'm doing everything myself.

Okay, yes, I'm making money, but pound for pound, dollar for dollar there was a point in which I was almost like, well, wait, I used to work 60 to 70 hours and make multiple six figures. And now I'm working almost the same amount and I haven't broke six figures yet. And this is the moment. And I remember you coaching me on, "Stop, let's think about how do we not recreate?" Recreate the best, and my corporate experiences, made me into the excellent person that I am today in so many ways in business.

So I have enormous grace and gratitude, and I throw roses at that experience. But I wanted to work differently, it's one of the reasons why I left corporate is that I wanted to have a different experience. And to then just, you know, what does your brain do? Your brain does what it knows. So I just found that if I wasn't going to change this then I didn't want to do it this way. I had to find a way to change it.

So that coaching was so spot on for me. And being in that celebration is also – when I say it's weird. Meaning my previous life I was highly successful and had lots of awards and accolades and I did really well. But it's different when you're giving it to yourself, and it feels so weird at first. So really being able to sit down and say, "Yes, the brain that created that other success is still here. But now this brain needs to work in a completely different way." And that at first felt a little hustly and now it's fun.

And I certainly don't have the answers, but it's this curiosity and fun where I'm like, I have a lot of freedom, I'm totally inspired. This is sustainable. It's fun to make money. It's like these are a lot of my thoughts every day, [crosstalk].

Simone: It's kind of a mind fuck at first, isn't it?

Jill: Totally. And I kept waiting for like the other shoe to fall. I was like, okay, you know, it's going to end, it's going to all go away. And then getting to the

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point of, no, it's actually sustainable. It would have gone away had I not gotten off the crazy horse of hustle, hustle, hustle. And that doesn't mean that I don't work hard. But I'm not tapping anywhere close to my former reality hours. I had space in my day. I'd get outside, I see daylight. Totally different. Totally different.

Simone: Yeah, I think that can be really disorienting to give yourself accolades, to give yourself the validation, and give yourself time off. And I remember a very specific self-coaching session I had with myself where I was having the conversation with my inner boss. And I was like, "Listen." My inner boss was like, "We absolutely cannot take more than two weeks of vacation a week." And I was like, "Why?" And the boss said, "Because that's just how things are. That's how it was at your last job."

And I was like, "But this is my own business. I started my own business so I can do whatever I want." And they were like, "I'm pretty sure this is the way your business is going to drown and die if you take more than two weeks of vacation." And so then it was fascinating because it was so arbitrary. And everybody starts their own business exactly for the reasons that you said, to get away from that way of being. And then we are so quick to recreate that way of being because it's comfortable.

Jill: Totally. It's ridiculous. It's so funny. It's so funny. And then I remember thinking to myself – and I share this with one of the fellow coaches in the Mastermind where I – "Until I overachieved my previous salary, I couldn't celebrate." And then she was like, "So if you made a 100 in about four months, what happens if you times that by three or four?" I was like, "Oh, that is my whole", I mean give or take. It is my whole salary. Oh, right.

Simone: Yeah, it's so good. I just think, yeah, your accomplishments are incredible. And this is literally just the beginning. And so let's talk more about the thing that I was so curious about. Tell me more about helping men feel safe.

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Jill: So it really – as you mentioned, this is a ministry for me. This is really, really sacred. And I am a stand for the employee. I am a stand for employee wellness. And pre Covid in the before times, I was doing work in prisons with people who were incarcerated and were getting close to coming out and getting back into the workforce. And just seeing how the coaching and the work with those people with criminal histories and just seeing how it changed for them when they...

Simone: You coach them?

Jill: Yeah.

Simone: Oh cool. Wow.

Jill: Yeah. On premise, so going into the prison and because again...

Simone: Yeah, we can just have a conversation about that.

Jill: It's so amazing and you just think okay. So they've paid their dues, they're ready to come out. But if we don't give them skills, and depending on where they are, the skills within a prison system are very different, trainable skills post. And I just started thinking the experience of hearing them say, "I told my kid last week when I talked to him that this is what I'm going to do." And watching them break right open with love and watching them realize what's possible.

And then I just started realizing that there is a similarity within corporate, that if we are not whole, and we are coming in to our jobs with all of our stuff, and then not necessarily behaving, or we don't have the mental, the way of thinking about through challenges. Well, now whatever happens in the workplace, we bring it home to our roommates, or our spouses, or our kids. And to me it was just like we have to – I mean my practice is 50/50 between men and women. But focusing so much on the men, I didn't know that I was going to attract as many men as I did.

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And just knowing that healing, where they're being heard, if we want to change the culture in a corporation, or corporate America, we have to get the white guys. We have to make sure because they're so dominant there.

Simone: That's what I was waiting for you to see, we have to get to the white guys, the powerful rich white guys.

Jill: Yeah, because they're so dominant there. And if we are not helping them see other ways then how are we ever going to get to a peerage and equanimity, and a place where we have a very multicultural diversity and inclusion type atmosphere? I mean we have to. So I feel called also to do that, that kind of work. And it's been – I mean it's just been – it's been such an honor to watch their transformation. And to have them say to me, I would say half are married. Most are in some sort of relationship.

But also have them say, "This thing happened with my wife over the weekend and I used some of the tools you gave me." Wow, they work for your personal life too. And it's like they work for everything. We're just focusing on career, so that's also been super rewarding. And it's been interesting to see, like giving them the safe space. Again, this is my hypothesis; I have no statistics to prove this out.

But I think when a man can come into coaching and be really raw and honest, and be heard by a woman who has held C-suite titles. I mean I have held C-suite titles. There is a peerage. There is a meeting of the mind, yet I can hold space for them in a soft way and be challenging when I also need to, because they don't need a pushover. But that delicate balance, it would be hard to teach. It's just that dance within that I think is what has created such a tremendous amount of healing and advancement, ultimately.

I mean my guys are happy, they're improving their relationships, they're less anxious. They're not in so much crisis, they're deciding to stay in jobs. Or with full consciousness, are choosing to leave but they're doing it in like

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a, yeah, if I stay, that's great. But if I go that's great too, and just being in that ease.

Simone: It's like you're their mom, coach mama, these are my guys, [inaudible].

Jill: Yeah. No, it really is. And then also the other thing that is super interesting is how many are across my practice that are in recovery. Meaning if you are in positions and you had a substance issue and then you got sober, clean, got off your substances and came back into the workforce. But you don't have your former substances to help you through it. So that's been really, really powerful in seeing how people in recovery – again, it is not a recovery program, what I'm doing. I do have experience and familiarity within recovery work.

But seeing those people come in and having me have that understanding of I get it, I understand it. I've had loved ones who have been in recovery. And I know what that's like. And to be able to also hold space for that, because they can't necessarily tell in corporate that they were in recovery or that there is a substance issue. They risk their job. So it's just this space that like – Simone, I get to do this. It really, it feels really like a ministry.

Simone: I am so profoundly moved by the fact that you characterize it as a ministry, because that's what my work feels like to me as well. And it's just everything. It's a vocation. A previous guest on my podcast, Karen Hawkwood said that, "Coaching isn't what we do, it's how we do it, the thing that we do." It's one way that we express the thing that we do, which is ministry. And it sounds like you've been ministering your whole life in different settings, at the workplace and in prisons and now through this coaching container.

And I really want to invite more people to this frame because whether you're religious or not, this can be your secular ministry. And I think if you're in the business of helping people – I don't know. I can't think of a more a compelling frame to be in, because it's something that really – it's

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sacred. It animates you for life. It goes beyond being a business. So I think that's so beautiful. And so now, I want to switch gears just a little bit, even though I can talk about that forever, since this is a marketing podcast.

And I'm wondering, what was, you know, can you remember some shifts that you had in your marketing mindset, or some shifts that you had when your coaching business really began to pick up? What kind of things you saw people respond to once you had that change in your own mindset?

Jill: Yeah, that to me is your magic in teaching what I was doing. So where I had to get to is I come out of the brands that are in your cabinet, the cars that you drive. Those are the brands that I worked on globally. And there is a way of speaking that is very polished, and it's very marketing, very corporate, very – we're not talking to a friend. This luxury car is enticing you. This food product is enticing you. It's not necessarily friend to friend.

So the work that I've learned with you was how to take that, copy, those thoughts in my head around copy, and bring it into a conversation. Because what I was struggling with was how do I take that copy that feels very inauthentic human to human, we could argue or not whether it works brand to human? But human to human it felt so inauthentic. But I also didn't – I was nervous at first of dumbing it down or having it be too low, like not high enough.

Simone: Like a little hokey maybe?

Jill: A little hokey or having – and even some self-consciousness about having, you know, there's always the monsters in your head and they weren't certainly monsters, but it's like the bogeymen. I'm thinking of some of my former executive CEOs and stuff, if they saw my copy. And I'll tell you, just yesterday one of them wrote, 'I love your posts'.

And I'm like oh my God, that's the CEO of blah, blah, blah. Meaning, so my fear of what if they say that I'm not using the training that I had, and I'm

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using it in a different way. And here I have this nonsense in my head and someone comments that they love the...

Simone: So how did that change? What exactly is that for you? Because I'm sure you weren't blathering on about like...

Jill: Right.

Simone: What did you say?

Jill: Right. I was like, oh my God, because all this time I was thinking, you know, there's part of me that was hiding still because...

Simone: What were you hiding?

Jill: I was hiding – I always say it's like city Jill and country Jill. It was only showing city Jill.

Simone: What's country Jill? Have I seen it?

Jill: Well, country Jill, it's when I'm outside New York City in my country house.

Simone: Like folksy?

Jill: Well, it's just a more – I mean [crosstalk] that much. But it's just a more laidback, whereas New York City Jill as I call it is very polished, very on edge, very quick with her words, always knows what's going on, always looking. And sort of discovery and digesting everything that's coming in whereas...

Simone: So she's always like on?

Jill: Always on. Country Jill is more in just a chill receptive mode. So that's the way I...

Simone: It's sort of like yang Jill and like yin Jill.

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Jill: Totally. And finding that balance I think has been, you know, when I hit it, I hit it. And when I hit it I also know it's when – like I'm talking to you now, I'm just being Jill. There are Jillisms, the way I face things, it's just the way it is. And when I nail that in my copy it's obvious. It doesn't mean that's the day I got a lot of sales. It's not what I'm talking about. It's the day where I have so many people privately write me.

Because remember, I'm in career coaching, you can't always post [crosstalk], your boss or colleague is going to know. So it's a really interesting dynamic. But that's the day that my text messages or depending on which platform I'm using, people are reaching out and being like, "Your stuff is really hitting me. It's really hitting me. It's really spot on." And that's like just like great, happy to help; glad I'm helping you think.

And that is one of the biggest takeaways that I've had so far working in your program is just constantly practicing to use my voice and not my corporate voice. I'm not writing a press release, people, I am speaking. And both are good and both serve purposes. But in this work it's real speak, real talk.

Simone: Yeah, even for coaches who aren't in career coaching and they might not be coming from that kind of world. If it's not, what's my former boss going to think then it's what is the other lady at church going to think or what's that other parent in my PTA group going to think? We're always mindful of somebody's eye and just being able to kind of trust yourself and almost trust the universe enough to kind of be in that mode, that's not you being on, like be in your natural – as you call it, the country mode.

You take that leap of trust to believe that you may be received and welcomed in that mode. And I think, what I always say is that for them to trust you, you have to trust them first. So it sounds like you took the leap of trust that first you gave them the gift of trust. I think trust is a gift. I am trusting you with my humanity. I am trusting you with country Jill, that's how much I love you. And then what you got back was, hey, you trust me, I trust

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you too, so I'm going to tell you this thing that was on my mind that I couldn't tell other people.

And then that's how you build trust, so many people tell me. It seems so elusive, you've got to build like and trust in marketing. So how do you do that? Well, you've got to like them first. You've got to trust them first. You've got to give them gift.

Jill: Yeah. And I always think of it like, yes, I'm a business, I'm a person. But if I showed up at a party on Saturday night and the first person without having my coat off that I bumped into. That I was like, "Hi, let me tell you everything about me and what I'm doing." They'd be like, "No, Jill, why don't you go get a drink. Why don't you relax? Why don't you be human?" And I take that sort of metaphor into what I - right now, and how are having a dialog versus me coming in and like "Aargh", all over people, which is no, it's not necessarily going to work either.

Simone: Yeah. I think of that as you're marketing at people rather than just being a person. And you've got to have a lot of conversations. And I see a lot of other sort of marketing business coaches frame it as to have a lot of sales you have to have a lot of sales conversations. And they're absolutely right, but that way of framing it kind of like doesn't make sense in my brain. So I have to translate it into Simone speak which is you have to get to know and love people first, before you have that foundation of love.

And not like love, like love but just human to human, I see you, I love you as a human being. Without establishing those basic bonds of connection you can't offer to help them because you don't know what they need help with. You don't even know them. So get to know people is what I say, instead of thinking I have to have sales conversations. Get to know people and give them the gift of your trust and give them the gift of your affection and your regard and your compassion. And see some of it being reflected back.



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And then that's when you can begin to see, this is how I could potentially serve that person.

Jill: Right. And I think that and I think the other thing that you taught me really distinctly is that again, in my previous marketing roles we talked to audiences, or demographics.

Simone: We always have to use that voice, the demographics, sales conversations.

Jill: Right. We built personas and we talked about the soccer mom and we built these things. But it was never in the singular, it was always talking to the plural as if we were to find a group of women who support their children playing soccer. That would all be the same. There would be some similarities, but those women at the game are not all going to be the same. So the other thing that I really got clear and that was a step change for me in doing the work with you is I pick one. And it changes based on maybe what I'm talking about.

But I have one guy that is in mind and I have one girl that's in mind. And when I write, depending on what I'm writing, I picture them and I talk to them. And that's been very different.

Simone: That's A + + + + marketing advice.

Jill: Yeah, I mean that's been such a game changer in doing this work with you.

Simone: Yeah, to have one person in mind. And listen, if you're confused about this, just talk to who you used to be. Because I think any time we're talking to other people we're just talking to a version of ourselves.

Jill: Yeah. No, totally.

Simone: That's the simplest way to do it.

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Jill: Yeah. And then we talked a little bit about this at some point and just some of like – again this is not statistically proven, but some of the things that I have noticed in the differences between coaching men and coaching women...

Simone: Ooh, tell me.

Jill: It's just been really fascinating where when it comes to – if you think about the initial conversations you have, like the consultation. Men are not asking for permission, they're not – at least, again, through my lens in my practice. They're not coming asking for permission. They're not saying things like, "I need to check with my partner or my spouse." They are making the decision solely themselves. Now, there may be some things around, you know, they want to think about the money, and that's a different kind of objection.

But they're not coming from permission. And also if it's addressed they will often say things like – that she or he referring to their partner would be very supportive of them doing this work. And that men inherently know that their partner is going to be supportive.

Simone: It's so interesting.

Jill: So interesting. And when women talk about what their husbands think about the work, most of them have told me that either one, they haven't told their husband, because their husband would think it was stupid. Or some of them aren't necessarily sure of what their partner or husband would think of it. So they're not really talking about it. They feel like there's going to be a big unveil once they figure it out. And that's so interesting. And again, I'm not saying this is statistically sound. And I'm not trying to group everyone.

But these are just some of the nuances that I have found over coaching well over a 100 people in just the last year or so. And I think the other thing is that women will often say things like they need to check with their partner and discuss the money, even if they're making their own income through

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their own job. My clients are making multiple six figures in salary. This is not really a money issue. It's the priority of how they want to spend their money. But it's not like they're coming from a place where this feels out of their reach.

Simone: No, they're like pinching pennies, yeah.

Jill: Yeah. So it's just an interesting observation. I'm just sort of taking it all in. I also find that men are coming and they're struggling with confidence. And this usually is because somewhere they got knocked over, usually because of a situation or a former boss. Somewhere they got knocked over, whereas women have the imposter syndrome. They're insanely qualified, and there wasn't an episode, there wasn't a run in, there wasn't a major failure.

Simone: We give ourselves episodes.

Jill: Right. But there's a not good enough thing. So it's just – this work has just been, again, like I said, it's been so fascinating and also just so healing to be able to hold space and support these people as they're going through things. But they're just some of the nuances that I've been seeing and you don't know exactly where to go with it from there. But I do think...

Simone: It's a whole other episode, seriously.

Jill: But I do think it's a place that's really curious, and just in some of the ways in which men and women identify differently with the work really.

Simone: Yeah. I don't know where to take that either except I just think that's fascinating. And I know that we've talked in the Mastermind about some of the dynamics of how men have just been accustomed to being in the role of making decisions about money in the household. And women historically have been less so to say the least. And that comes up in a lot of sales conversations. And that yeah, I don't know where to take that either, except just to observe it and it's interesting.

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And we don't want to generalize but there are patterns that my clients see over and over again, those who serve both men and women. That, men just tend to have way fewer money objections; if they want something they just go for it.

Jill: They just do it, they're not asking for permission, yeah, super interesting.

Simone: Interesting. Okay, I really want to explore that deeper in another container later. Okay, so to wrap this up, what would you advise somebody who is maybe coming from a similar situation as you, not in the exact same way but maybe adjusting to being a coach from being highly successful in a corporate setting or some other similar kind of setting? And they're having sort of similar sort of identity crises and adjusting to what it's like to be your own boss and how to make marketing work with all of that?

Jill: Yeah. So I think they're like I want to make a 100k in seven months too. So for me the way my brain works is I still need to have a schedule. So where I was really regimented in the beginning, I then could trust that I could flex and be different within my schedule. But in the beginning I needed a level of routine. So that was one of the first things that coming from corporate into entrepreneurship. And by routine, I've tried different things as far as like is there one day in which I'm writing my copy?

Am I doing it for an hour here and an hour there? So that's what I mean, having a schedule and trying different things, what I've ultimately found is an uninterrupted block of time tends to work best for me. But on other days I was doing an hour in the morning and then it just felt too scattered, and for me it's different energy from writing and going deep and in, versus working with my clients and supporting them. So that's one of the things.

So the takeaway for that is figure out how you work and you're probably not going to figure it out right out of the gate because it's different. So keep tweaking and keep looking at it. And that also goes for scheduling hours,

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you want to work a little earlier, you want to work a little later, what does it look like?

Simone: You get to decide.

Jill: You get to decide and again, so what did I do in the beginning? I was like, alright, well, nine to six, that's what I do. And then in working on, and learning, not necessarily, things look differently on different days to give myself space and time to think. As far as the copy and doing the marketing, I just got to a place where I – it's a little woo woo, but I would get to a place where I would do my meditation. Then I would write copy, I would have a theme of something I wanted to focus on.

I'd write copy. I would really look at my thoughts and do a lot of thought work. People want to hear from me. People are waiting for me, and knowing that. And then honestly, I bless every piece of copy, I give it a little like kiss and I go, "Okay, go find someone to help, go." And it can find one person or 10, it doesn't matter. But each piece is also sacred to me. It's like go touch someone today or go give them a shift in perspective. And again, totally woo, I don't care, it works. It works for me.

Simone: You're [inaudible] people, that's what I'm talking about. To me, the thought work, and the woo, and the meditation, and the prayer, and the blessing, that is everything. And in my upcoming program, Joyful Marketing, plug, that's going to be an essential piece of what I teach because listen, all of the actions that you do, it's not going to work unless it's, you know, depending on the place that it's coming from. It has to come from an aligned place where you're actually radiating the integrity of what you – the actions that you're putting out there.

And so that is the most foundational piece. And I think if you are religious then it's prayer and blessing, and if you're not necessarily religious, but you're just spiritual, then it's meditation, and getting your chakras aligned or whatever it is. Whatever it is that it takes, like that is what's going to make your business feel at home because you're a spiritual being on top of just

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all the other things that you are. And the people you reach are also spiritual beings. And so I am so excited, sorry, this is like totally my own tangent.

But I am so excited to create a marketing program where that piece of it is front and center and you really get to work on that stuff before you get to all the other stuff, right?

Jill: Yeah. No, I mean it is. And even down to earlier on I was writing copy so that it would be a week or two of copy. And again, everybody is different, but then I found that I was disconnected. By the time I was ready to put the copy out there I was too disconnected because I wrote it two weeks ago. So I've modified that. So I guess it's just a way of saying you have to figure out what works for you through this process. And if you had said to me before some of these things, I would have been like, "Really, that matters?" To me it does matter, it can't be that far away from my copy.

Simone: Yeah, so good, thank you so much for sharing that. This feels like such like nourishment for myself to talk to you about all of this. One last question just because I'm curious. What's your three year, maybe even two year dream? Because everything that – this whole podcast space is oracular and everything you say here comes through. So just, yeah, what are you creating in the world, Jill?

Jill: It's a bold statement that I want to heal corporate America. I want to heal the relationships in the workplace. And that people have a container, there is going to be conflict, there's going to be alignment and misalignment, but how do you deal with it in a way? And the way you deal with it is you need to understand how your brain works and how to do thought work, and how to approach things. So that to me, what that ends up looking like I don't ultimately know.

But I do see my work going global and being able to be across many of the global entities that are out there today. So that they're able to take a program and push it through and being able to work with employees in the field on premise and being able to do that at some point. In addition to the

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kind of coaching that I'm doing now which obviously is through Zoom and through video, but I see myself working with teams also. I see the teams trying to achieve a big goal, working with them in that way.

It feels really possible but it also feels like a bit of a stretch, so I feel it's the right way down.

Simone: That's how you know it's the right goal. If you can see exactly how it's going to happen, it's not big enough for you.

Jill: Yeah. I don't know how it's going to happen. But I see it on, you know; my clients are out of the top tech companies, Fortune 10 companies. I'm talking about at that level. I see being able to work at that level and helping all those. Because you work with one of those companies and you hit a 100,000 employees pretty quickly. And this work has to get out there.

Simone: It's a 100% happening, I can see it, I can feel it, a freaking men.

Jill: Yeah, can I get a witness?

Simone: Yeah, and then you make all of the money in the world, so good, so good. Jill, thank you for being here, it's been an honor to get to support you in the very beginning of your stupendous coaching career. And I'm sure you're just going to keep blowing it up.

Jill: Thank you. I've really, really enjoyed all the work and your guidance, it's priceless, so, thank you.

Simone: Okay, hold on. I always forget to ask this. How can people find you if they want to find you?

Jill: They can go to [jillgriffincoaching.com](http://jillgriffincoaching.com).

Simone: [jillgriffincoaching.com](http://jillgriffincoaching.com), alright, now go find her. And if you're the giant company, hire her.

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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 eBook 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.