Ever wish you could *just* coach, and not bother with the pesky marketing stuff?

Hey life coach, I see you.

You're the business time "are" moments of insight, the meeting of old beliefs, new epiphs of possibility, helping clients create massive change, you're the first stuff.

'Cause you've got some mad coaching skills. It's obvious to anyone who gets on a Zoom call with you.

But writing sales emails, creating social media posts, and making a funnel, doesn't feel as sparkly as coaching.

In fact, it's kind of a drag.

Am I right?

IF YOUR MARKETING WERE AS POWERFUL AS YOUR COACHING, YOU'D HAVE TAKEN OVER THE WORLD BY NOW.

And you know it. But instead, there's what it might be like. Now:

- Marketing feels heavy, awkward, and time-consuming.
- It feels separate from the rest of your business – you know, the part where you actually change lives.
- "Marketing is about service!" Yeah, yeah, you get it – intellectually. But it doesn't feel like service and pulse at all.
- You wait for an open space of time, the right mood, perfectly aligned stars, the magical feeling of being tapped into the creative flow of the universe, then you'll be able to church up an email and post something on Facebook.
- You look at people crushing out so much quality content, and who still have time to actually coach people. You wonder – "But how?" Didn't creating all that content drain the fuck out of you?

And when you write copy:

- You feel way too close to everything to have any kind of perspective.
- You come up with a brilliant idea... and the judgment immediately sets in, and soon enough, you're overthinking every sentence.
- You know you should write copy that provokes action and move people, but what if they don't like what you write?
- You have a million ideas saved in your notes and journals, and somehow, the fear of ever make it out is the worst.

But you're smart. You're good with people and you know you're a good coach. So why does writing copy and marketing have to feel so heavy, awkward? There is grant-hunting disconnected somewhere, right?

Uh, yes there is.

Let me explain this to you.

The reason marketing feels hard is *not* because you're doing it wrong. It's because you've been programmed by corporate marketing culture.

Corporate marketing culture was invented by Mad Men, Johnson & Johnson and Walmart, to sell disengaged and sad.

It was created by white men in suits selling cheap commodities to millions of people they'd never meet so they can maximize stakeholder returns.

It's all about leveraging data points to sell to as much of the masses as possible. And this way of marketing, impersonal and soul-less, is what you'd learn in marketing courses at university. Or those conventional "marketing experts" around you.

Even if you buy marketing courses targeted to solopreneur coaches, you'll find yourself steeped in those ideas. Because even digital marketing in 2020 is a direct descendant of old school corporate culture.

Blech.

Ever been stressed out by trying to do an "online business course"? Or felt icky trying to "generate more leads"? Pushing "pain points" and faking urgency?

Why does it feel like pushing teeth? It's because you're not fucking Pepsi Co.

And we are the coaches who are actually doing life-transforming work to one individual at a time, within a private container of sacred trust. This is true even if you're selling a group or membership program.

Of course you don't want to manipulate data and corral people through a funnel to get a sale. And of course you don't want to church up your business with the cookie-cutter pseudo-sweetness of corporate culture.

And thank goodness, you don't have to.

There is a different way.

IT'S POSSIBLE TO ON-DO CORPORATE MARKETING CULTURE AND REWRITE THE RULES SO THAT IT ACTUALLY SOUNDS LIKE SOMETHING YOU WANT TO DO.

Enter Joyful Marketing.

Because whether you want to sign up clients or cycle, all you have to do is:

1. **Show up like a normal human being.**
2. **Meet people that you actually like.**
3. **And let them know how you can help – in person, in email, on social media – anywhere there are humans.**

Weirdly enough, that can actually be pretty hard at first. Because we've been brainwashed by the other stuff that makes us sound awkward and detached for so long.

So I'm here to be your guide all the way to the other side.

Come with me.

"IF YOUR HEART HAS FELT HEAVY TRYING TO FIT YOUR SOUL FUL SPIRIT INTO SOULLESS BLUEPRINTS, YOU WILL LOVE JOYFUL MARKETING."

SoCal Marketing is where I go when I need to think about how future clients or teams fit best instead of needs to capture. There is nothing like sitting down with Simone Grace and she's even more than that. She is a friend, a mentor, and powerful for the people she's with. She's perfect for if you are ready to ditch the stuff you have been taught and you go to share your work and feel truly joyful while you build your business. Joy this program is for.

Maggie Rivers, *Life Coach & Massage Mentor*

PRICE FOR LIFETIME ACCESS: $1,500

PAY IN FULL: $1,500 — OR WITH 3 MONTHLY PAYMENTS OF $500

PAY IN FULL — PAY WITH THE PAYMENT PLAN

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Don't have a credit card? You can still join Joyful Marketing today with Wise or wire transfer (only possible if you pay in full).

INTRODUCING

Joyful Marketing

Joyful Marketing isn't about telling you what rules to follow to maximize clicks.

It's about reprogramming your marketing brain permanently with new principles based on integrity, human connection and fun.

There are five parts to it. You need to know how to:

- **Be in partnership** with the spirit of your business, and those you serve.
- **Create content that serves** everyone who encounters your business.
- **Make offers that sell** by making new possibilities crystal-clear (and emotional).
- **Lead your community** with your mental, civic and spiritual values.
- **Be in your own breakthrough** and be the living, breathing billboard for the transformation you offer.

The 5 modules include all the down-to-earth strategies so you know exactly what to do today.

And they are designed to support you in truly feeling at home in your business, knowing that your marketing is a reflection of your heart.

Here's what you will learn in each module:

"I LOVE MY BUSINESS AND MY BRAIN, AND I AM ENJOYING THE CREATIVE FLOW WITH ALL MY HEART!

My brain is like an undiscovered, the house of ideas. Once I stopped criticizing and judging and stalking on something, it actually started to flow. I can't stop, and it's so fun. It's a feeling that I can't quite say, but it's amazing. But even better than all those ideas, I've learned how to trust myself. I've learned how to trust myself, I love my business brain, and I am enjoying the creative flow with all my heart. Oh and guess what happens when I love and trust myself and my brain? I love everyone more too. It's a quality gifted by Confusion of our own hearts.

Amanda Gold

The 5 modules include all the down-to-earth strategies so you know exactly what to do today.

And they are designed to support you in truly feeling at home in your business, knowing that your marketing is a reflection of your heart.

Here's what you will learn in each module:

MODULE 1: BE IN PARTNERSHIP

Learning how to be a collaborative ecosystem is the difference between feeling alone and confused, and having connected and motivated. In this module, you will learn:

- How to dissolve your confidence by partnering with the spirit of your business
- How to "call in" clients who are your "kind of people"
- What to ask yourself everyday that will make your marketing irresistible to your dream clients
- Little-known ways get your nervous system on your side so you're not always fighting against it
- How to honor your unique brain (even if you have ADHD, high sensitivity, trauma, or are on the spectrum) to finally create consistency and sustainability in your marketing

MODULE 2: CONTENT THAT SERVES

Never be in doubt about what to write, how to write it, and whether it will actually help people and create results. In this module, you will learn:

- The #1 principle that will solve 90% of your marketing confusion and overwhelm
- The only copy tips you need to ditch guilty-feeling pure message, and make your writing irresistible
- How to share in a way where people are genuinely changed by the content you serve up, so they want to follow you and know more
- The one technique that will, particularly, scare you (out of time and excuses-land) and transform your business
- How to embody the ultimate generosity in your content
- The non-icky, non-manipulative way to create urgency so people say "yes" to your offer now
- The one principle that makes it crystal-clear exactly when, and how often, to make your offer

MODULE 3: OFFERS THAT SELL

Making offers irresistible? Do you hold back and try to "space it out" so people don't feel pressured or spammed? Only in corporate marketing. In this module, you will learn:

- How to make an offer that feels like water to a thirsty person
- How to think about offers so that making sales becomes an act of service in itself
- The one magical frame that always makes making offers feel relaxed, fun and generous. Seriously. It's time we all broke up with that internal pressure for good
- The non-icky, non-manipulative way to create urgency so people say "yes" to your offer now
- The one principle that makes it crystal-clear exactly when, and how often, to make your offer

MODULE 4: LEAD YOUR COMMUNITY

It's not enough to pitch your coaching and get buyers. You must be the change you want to see in the world to create a bigger wave of change in the world. In this module, you will learn:

- How to draw in the kind of people you want to hang out and be their leader (spoiler alert: this is the main thing that actually makes marketing fun. Bet it's a surprise)
- How to connect ethically without hierarchy, and exude expertise without feeling fake or pretentious
- How to develop a strong backbone so you create and enforce excellent boundaries around your business time, this removes 90% of the stress of showing up online
- How to create beautiful, joyful, growth-creating cultures in the communities you lead

MODULE 5: BE IN YOUR OWN BREAKTHROUGH

There is no better marketing than for people to see you being the living example of transformation. In this module, you will learn:

- How to live in integrity with what you preach, without having to turn yourself into a superhuman perfect robot
- Tools that make personal breakthroughs and hiding big goals normal
- How to become known for making client breakthroughs
- My signature evaluation protocol that regularly takes my clients to fully booked while hustling less and enjoying life more

"I AM FILLED WITH JOY! I AM LIVING IN THE BREAKTHROUGH OF HAVING."

I love what I do, every single day! I love authentically of myself, and my engagement has gone up so much. I get love notes from people all the time. I'm so glad I joined Joyful Marketing. It really has been so helpful to what's important.

Lori Kolkman

GET A GIFT BOX IN THE MAIL

You know what's juicy? **Hand copies instead of PDFs.**

Can I get an amen?

In fact, when you sign up, you'll immediately be mailed two of Joyful Marketing's essential program books, plus some gifts. Youll be able to dig into this stuff to play with right away, but without having to stare into a screen all day.

Here's what's included your box:

- *The Joyful Marketing Workbook*: This is the entire Joyful Marketing curriculum and all the exercises. People always ask me the exact benefit, practices and rituals I used to create a 7-figure business in 2 years. It's all here, broken down into bite-sized pieces so that you can implement one step at a time, and see results immediately.
- *The Book of Marketing Answers*: When you had a "pocket Simone" that could iterate every marketing question you have, what would it be? Well, we don't have that technology, but this is the second best thing. If you have a question – whether it's about post-copy engagement, or how to announce your niche change – the answer is guaranteed to be in this book.
- **A few other slightly magical gifts that will help you achieve the Joyful Trifecta of "Work hard. Rest hard. Play hard."**

"JOYFUL MARKETING IS THE PERFECT COMBINATION OF LEARNING HOW TO CULTIVATE AND HARNESS THE WISDOM OF YOUR HEART, FUEL IT WITH THE POWER OF YOUR BRAIN, AND SHARE YOUR MESSAGE WITH THE WORLD."

This program will help you whether you are just starting out or already experienced with online marketing which this program does not teach traditional marketing tactics. It incorporate the reality of the ups and downs of your emotional experience into your marketing. Instead of choking more joy and inspiration between how you offer your services and how you actually feel, you learn how to integrate all parts of yourself into the words you use to talk to your community about your work.

Maggie Rivers

My story

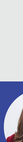
I'm Simone Saul, life coach, business mentor for coaches, host of the Joyful Marketing Podcast.

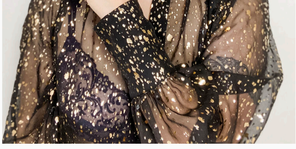
I started out as a land-leasing hypnotist who loved the work of actually helping people, but wasn't pretty much money at all. Then I actually figured out how to do the marketing and selling stuff in a way that doesn't feel gross to me.

In 2019 and 2020, I made nearly a million dollars in coaching revenue, and have coached dozens and dozens of coaches to get fully booked.

I've noticed over and over again there is only one crucial difference between the coach who consistently signs dream clients and moves up in revenue – and one who doesn't.

It's whether they enjoy marketing, and bring their creativity and fun into it.





That stuff is not "nice to have." It's a *must* if you want to build a sustainable business with unique impact and revenue that grows in proportion to your skill. And it's about so much more than just more money. Because we love money, but we also want a wonderful life. And congruence with our values.

Joyful marketing comes from Truth and Love… and hence is sacred.

Joyful marketing is the purest transmission of your unique God-given gifts… and hence is an art form.

Joyful marketing creates trust, resonance, and changes of hearts… and hence creates big movements and unlocks magical opportunities.

Joyful marketing effortlessly draws in and filters for the kind of clients who love you the most, and are happy to pay you… and hence is the most profitable business strategy.

And most importantly, joyful marketing isn't a goddamn drag to do.

If you're just starting out, this is what will get you connecting with your first clients fast. If you already have a profitable business, this will be the difference between stressful, hit-and-miss launches and ease-filled, *sold out* launches.

Joyful marketing will be the end of marketing dread, *forever*.

Let marketing feel as meaningful as actually working with clients. And let your income finally reflect the life-changing power of your coaching.

PRICE FOR LIFETIME ACCESS: $2,500

PAY IN FULL: $2500

PAY IN FULL

OR WITH 5 MONTHLY PAYMENTS OF $500

PAY WITH THE PAYMENT PLAN

If you joined Summer Camp, make sure you use your $100 off coupon code! Check your email for "*$100 credit to Joyful Marketing*" for your unique coupon code.

Don't have a credit card? You can still join Joyful Marketing today with Wise or wire transfer (*only possible if you pay in full*). Click here to email support to set that up.

"…A DEEP, DELICIOUS FREEDOM IS NOW IN SIGHT."

Even as I approach the half-million mark in my business, as I welcome raving fans to my tribe and "crush it" in my programs, I struggle to feel safe, to relax, to STOP, ever. I KNOW that my workaholism only leads to burnout and exhaustion, yet I've never been able to stop the hustle and grind, for fear of losing it all.

Your program, your coaching and your very being have rattled that cage so hard that I've actually been thrown from the hamster wheel… and a deep, delicious freedom is now in sight.

From the standpoint of my soulful sanity, Joyful Marketing might be the biggest ROI on any business investment I've ever made. And I've invested A LOT.

Deborah Hurwitz

You might be wondering…

- **Will this teach me how to create a website/nail my niche/write an algorithm-optimized Instagram bio/build a funnel?**

No. You don't need ANY of this. Joyful Marketing will help you start building an irresistible brand and draw in your ideal clients without any of this.

- **Will this help me with ads?**

No. Ads can be great, but I made nearly a million dollars with life coaching 100% without ads, and I want to teach you the little-known steps to do exactly that, too.

I love helping people build lean businesses (that is, without paying for traffic or clicks or fancy bells and whistles). This program will teach you the exact steps to do so.

- **I don't have an email list or social media following. Will this help me?**

You're in the perfect place to start creating your own movement.

Even without any of that, this program will help you figure out what to start doing *today* so that you can start helping people as a coach and sign your next client.

Let me teach you how to rile up the humans, and create a revolution for Good in the world, and get you profitable in the process!

- **Simone, you're a well-known copy expert. Will this course include copy training?**

The program will teach you a different way to think about your business, so that even if you have terrible grammar and "break the rules", people still want to buy from you.

I mean, look. It's great to have solid copy skills. But you know what's even better?

Never having to ask yourself, "is my copy good enough?" ever again because you feel so damn connected to the people you serve, you're having so much fun, you *know* your shit is making a difference in their lives because you see them lining up to buy. That's what this program will help you create.

- **I already have my funnel and it's converting well. Will this be useful for me?**

Awesome! If you're making the impact and money you want, marketing feels fun and hitting business goals feels easy, and you have tons of time left to enjoy your life, you don't need this program.

But even if you're successful, if your marketing doesn't feel fun and relaxed, you're leaving money on the table. I've seen so many coach entrepreneurs work a lot harder than I do, and make less money.

Whether you want to scale to your first 100K or million, just a few Joyful Marketing principles could help you devise solutions so you can work *fewer* hours for the same results, and with a lot more enjoyment. The ideas in the program contain the answers.

WHAT HAPPENS ONCE I SIGN UP?

- **You will get an email with your log-in to the program portal.**
- **That email will also include a "Welcome Guide" that outlines exactly how to get started.**
- **You will get the link to join the Facebook group.**
- **You'll get a unique link to add the Joyful Marketing Insiders private podcast to wherever you listen to podcasts**
- **You will receive the "Love in a Box" gift box in the mail with your workbooks and exclusive goodies to support you during the program and beyond.**
- **Enjoy the program for life!**

HERE'S HOW YOU START.

Depending on what you're most hungry to learn, pick a module.

Spend 5 minutes watching just *one* video.

Spend 10 minutes doing just *one* worksheet exercise.

That alone could change the trajectory of your business.

Any *single* tool, technique or worksheet can change the air around you and compel that follower to come out of the woodwork to hire you *today*, inspire your million-dollar idea, or create a domino-effect of positive influence that changes the life of someone who hasn't even been born yet.

There is so much good, and any starting place is magic.

Start today.

I'll see you on the other side.

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"WITHIN THE FIRST HOUR OF BEING INSIDE, MY ENTIRE SELF-CONCEPT SHIFTED"

Before I decided to join Joyful Marketing, I'd heard people say that the orientation model alone was worth the cost of entry. So I had high expectations.

Those expectations were blown out of the water.

Within the first HOUR of being inside, my entire self-concept shifted. I came into a WHOLE new relationship with my business, which I honestly wasn't expecting as someone who's already built a 6-figure business.

Now I feel calm and focused about "what comes next" for me and my business. There's no overwhelm, urgency, or the familiar, desperate need to get everything "right". Instead, there's curiosity, playfulness and a newfound WILLINGNESS to experience the discomfort that comes along with the growth in store (who even am I?!).

Simone's ability to articulate things that you've always sensed, deep down, but have never been able to coherently express yourself, shines through every element of Joyful Marketing. It means that each one of the pragmatic, implementable lessons inside turns into the most transformative business teachings you will come across.

Joyful Marketing is a program like no other. Join now, and thank yourself immediately.

Milish Grixti

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