

## How long should it take to create your first £5K month

### Transcript

You have to feel excited about your offer, but they have to feel excited about your offer. It has got to hit all of the points, but as a starting point you need clarity on what is the problem that your dreamboat client is looking to solve. And then you need to get really, really clear on how these people desire to feel once their problem has been solved.

Hello beautiful. I am really excited to be bringing you this episode courtesy of Limitless Live. We are going into the third year for this annual event where I bring together the best of the best speakers on the planet when it comes to personal development, and really going beyond the limits that you thought were possible for you. And this year I am not disappointing. So if you are in London on the 16th of May, you are a female entrepreneur - or somebody who knows that being in the room with a hundred or so incredible women who are all looking to expand into the highest vision that they have for themselves is going to have an incredible effect on you - then you need to be in the room.

Limitless Live is a collaboration that I do with my charity of the year. Love. Support. Unite. who I first met two years ago when I went to Malawi with them to see the work that they do in the local communities. This charity is a small but mighty force of nature who are doing incredible things in the world and we share 50% of the profits with this organisation, every event. So if you are looking to do good and feel good as you step into your own version of limitlessness - easy for me to say - then you need to be at this event. 16th of May, 9-5, at Foyles bookshop, the sixth floor, we have the penthouse, close to Charing Cross Road, in London. It's going to be incredible. You need to get your butt on the seat. Go to [Suzy ashworth.com/limitlesslive2020](https://www.suzyashworth.com/limitlesslive2020) to get your ticket today.

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, multiple six figure, serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you go from confusion to clarity when it comes to creating messaging that converts browsers into buyers, so that you can build a business that makes a real decent in the world and helps you live a life out limitations. This is the Limitless Life Experience.

Hello. Hello. Hello you gorgeous human being. Welcome back to the Limitless Life Experience Podcast with me, your host, Suzi freaking Ashworth. I'm visualising one day walking on to the O2 stage with thousands and thousands of people around, the MC really giving it on the mic and me being like "yeeaah" feeling like a rockstar. Can we just hold that vision for me? Thank you. I appreciate you. So today's episode we are getting into the nitty gritty about timelines and 5,000 pound months. Why did I want to do an episode on how long it could take you to reach 5K? I think it's because it's usually after hitting a thousand, it's usually the next milestone that people have when building their business. I want to hit consistent 5K months. They might've done it once in a blue moon and it might've killed them absolutely doing it and then they've never done it again. Or it feels really far away because they are used to earning two, two and a half thousand a month and the idea of doubling your income just feels like, "whoa, what is going on there?"

And I remember for sure, for me, six years ago it was one 100% my first goal from the minute I started in business, actually I wanted to hit 5K months and I had signed up to Money Bootcamp by Denise Duffield-Thomas, and in one of the modules it had said about changing all of your passwords to reflect your money goal. And so everything - I've actually still got some applications that still have my 5K goal as my password - one of them, well, I won't tell you what application it is - but it's still there and there's a part of me that's like, you really need to update this to your new goal. And there's another part of me that nostalgically wants to keep it the same too. It just remind me of how far I have come and the name of this podcast is, you know, how long should it take for you to hit 5K?

And I think that some people will say, you know, well, "how long is a piece of string?". For me, in my case - confession time - it took me 12 months to get there. 12 whole month of nearly getting there, totally missing it, of like having my hopes and dreams dashed every month, but not hitting this freaking number. And what I know to be so, so true is that it absolutely does not need to take you a year to get to 5k months. I've heard people saying that it takes six months and for sure for some people it does, but it doesn't have to. Hey, look, if you have the right package and are willing to ask for the sale, you can hit 5K in a week. Most people don't. Most people don't for a whole raft of reasons, and I would say that the first is confidence and mindset.

I think a lot of people make earning £5000 each and every month a really big deal and because it might exceed what they took home in corporate, or it might exceed what they've ever earned - the idea that it's possible, and it's possible now - takes a lot for the brain to get its head around. I'm not sure, but you know what I mean, but it takes a lot. And what I know about money consciousness, wealth consciousness, increasing my own capacity to receive - is that it's just a number and the first step towards you receiving that number is deciding that it's okay. The first step to you receiving that number with ease is making the decision that you're going to make it easy. Making the decision that it's allowed to be easy. And I will go toe to toe with anybody that says to you that it's got nothing to do with mindset.

Here's what I know to be true. If there is a part of you that does not believe that you are worthy of receiving £5000 every single month, you won't make the calls, you won't ask for the sale, you will refuse to put a package together that you feel excited about. You will consciously and subconsciously do everything you can to sabotage yourself from receiving that money. So the first step to creating 5k months is deciding that you are worthy of receiving them. I didn't know that. I wanted them, and I think that I felt okay about receiving them, but I didn't know that I had to decide that it was a non-negotiable, that I was going to receive 5,000 pounds every month. I didn't know that. And the reason that those words non-negotiable are important is because it changes your identity, it changes your behaviour.

I was speaking to a new client the other day about how she was doing against her goal for the month and I immediately knew from her response that she had already decided that the month was over, and she was already looking forward to the next month. And I was like, hang on a minute - what needs to happen in order for you to make receiving your goal and non-negotiable over the next 20 days? And immediately I just saw it really click that she'd already written off the month. She had decided that it wasn't possible for her to hit her money goal for the month. And when you decide that it's not possible for you to hit your money goal for the month, guess what? You behave in a way that makes it impossible for you to hit your money goal. You don't take calls, you don't ask for the sale or you push people into buying something for the following month or whatever it is.

So that mindset and confidence are two different things, but I've lumped them together because they are both less tangible, both equally important. So that's the first element that I want you to really think about when you are looking - and I'm using 5k but honestly, it's the same 10K, 50K, 100K. You know, I have clients now whose next step is consistent 100K months. The first thing that that client needs to do in order to step into that is to give herself permission. To really, really allow that.

The second element is that you have to have some kind of sales conversion mechanism happening consistently. Now for most people at the 5K mark, that is going to be you speaking to potential clients. It could be a webinar, it could be a masterclass and that could be running consistently on an evergreen basis, for sure.

But for the majority of people, this is about you having conversations consistently about what it is that you have to offer, and how you help people. And those conversations can't just be conversations about what it is that you do. You need to be speaking to potential clients and then asking them if they want to join you. If you are not doing that, you are going to struggle to hit your financial goals. And I would say that that was probably the number 1 reason that it took me 12 months to hit 5K. I think that I wasn't having enough sales conversations. I also had very low end products. So you have to have way more sales conversations when you're selling at £50 or a £100 or £150, which was the majority of what I was doing in that first year. Everything was low end. I remember I did a summit where you had to sign up the £33. That was a real pain in the bum. Hardly any people signed up. I spent a fortune on the tech and it was a tech headache. I haven't done a summit since, funnily

enough. So my point is, is that you need to be having sales conversations and you need to be having those regularly. And if it's not you, then something or someone, some mechanism needs to be able to be getting in front of people on your behalf.

The third thing that you need to be hitting those 5k months is an offer that is freaking irresistible, that you feel excited about - and I know that I've spoken about this before - you have to feel excited about your offer, but they have to feel excited about your offer.

It has got to hit all of the points - and we can link to a previous episode that we did all around "What are the four things that motivate people into buying?" If we could put that in the show notes, please, that would be amazing. But your offer needs to be irresistible. And the more of those four things that motivate people to buy into your offer, even better. But as a starting point, you need clarity on what is the problem that your dreamboat client is looking to solve. And then you need to get really, really clear on how do these people desire to feel once their problem has been solved. And you need to make sure that when you are communicating what it is that you do, and how you can help that first, you meet them where they're at, and talk to the problem, then you talk to the transformation, you talk about what it is that they are going to be able to receive once they've gone through your own unique process. And you make it much easier for somebody to say yes to your irresistible offer when you're using the language that they use to describe both their pains and their desires. So creating an irresistible offer for shizzle.

And then the fourth and final point for making more sales is just pricing what you've got accordingly. And when I say pricing accordingly, I'm not just talking about the offer, I'm talking about how much time you have. I'm talking about the value that they get. And I'm talking about your alignment to the number. So when it comes to time, what I'm really talking about is your sales mechanism. So if you have a product right now that requires you getting on the phone and speaking to people in order for them to feel confident enough to buy from you, then you have to factor that in to your pricing. Because getting on the phone to sell £150 e-course does not make good business sense. If you've got to get on the phone 33 times, and perhaps be on the phone for an hour with somebody in order to get that £150 sale and then do that month after month, after month, after month after month - no, that doesn't make sense. You need to have somebody else on the phone or some other type of mechanism which is going to enable you to sell, speak to more people and sell more of your product. That doesn't involve your time. So in a situation like that, you either upgrade the value of the product. So you are offering something where actually if you're paying £1500 pounds for this, and it absolutely makes sense for me to get on the phone with you or you change your sales mechanism. So that is what I'm talking about when it comes to time.

So when it comes to the value, I'm talking about what can somebody expect to receive if they invest £100, they need to at the very, very minimum, need to feel at the end of their experience that that was worth £100. They need to feel that at the end of working with you. But more importantly, they need to feel that before they've

put their hand in their pocket. Otherwise, they are never going to invest their time, energy and money with you. So having something priced at £100 and then somebody feeling like this is worth £100 does not an irresistible offer make. And so when you are putting your packages together, you want to be creating something where you're like, this is worth at least five times what the price is right now. And if you can make it 10 times, even better. And the way that you do that when you are creating your packages, is not only in the value of the information that you are offering, but if you choose to add bonuses and supplements to your programs, then you can really create a huge amount of value by partnering up with people to offer information that is exclusive to you and your program. So that's how you can really start to add even more value alongside the invaluable information that you're going to be sharing.

And then finally, your alignment with the number. So you've got a product and you know that it's worth a hell a lot of money, and you know that if somebody invests, they're going to get at least 10 times the value. You know that you're worthy of receiving that amount of money for the product. But you cannot bring yourself to say the number. And if you can't bring yourself to say the number, guess what? Even if you get on calls, which you tend not to, but even if you do end up on calls, you sabotage your sales bet. Nobody says yes, which reinforces the doubt that you have about whether you should be asking for the money that you're asking for. Even though there's a part of you that knows that the product is so worth what you are asking for. Ah, it's this back and forth around, should I lower the rate? Should I up the rate? Should I lower the rates? Why aren't people buying? I know this is valuable. It's because you're not aligned to the number. It's because you feel embarrassed or ashamed or guilty about charging what it is that you are charging. And so that alignment piece is really, really important.

And sometimes not all of the time, each situation is different. Sometimes I will encourage a client to go back before they go forward, because if you get stuck in a loop of not being able to say the number, you get stuck not being able to do what you were born to do, which is help people. And so as you find alignment, and what I tend to find is that the more experience somebody has, the more that person is able to focus on the wins that their clients have received, the easier it gets for them to increase their prices, and also time. As their diaries fill up and they find themselves with less and less time to work with the people that they want to work with and or they find themselves working with people who are not 100% focused, or in it, or aligned with their values and the results that they want to help clients achieve. They then choose to up the rates. Sometimes that can happen in a couple of weeks and sometimes other people really, really drag their heels. But that alignment piece is really important. So if you've been struggling with voicing the number that you are charging for your packages, I encourage you to just bring it down a little bit, work with a couple of clients and make sure that you are a Hawk when it comes to recording, recognising, and celebrating the wins. And let that be the thing that gives you permission to increase your rates.

So how long should that take? Well, for me, when it comes to The One, The One incubator, which is my 90 day group mentoring program, I promise that you will have that nailed within 90 days. And what is really interesting is for people who are not starting 100% from scratch, just from the small tweaks that we make to packaging, positioning, mindset, and confidence, they are making their first 5K within 30 days. Yay. That makes me super, super happy. So within 30 to 90 days, depending on where you are in your business, and how much of a rapid implementer you are.

So that is it from this episode. If you found it helpful, if you have received one takeaway, do me a favour: take a picture of this on your phone, post it on the gram, and send me a DM to tell me what your number 1 takeaway was. And if you're feeling really generous, hit me up on iTunes with a review because at the end of the month, myself and the team put all of the names into a hat and you get the opportunity to win a 30 minute laser coaching session with me. So thank you so much for your time. It really is a pleasure being in your earbuds and remember that faith plus action equals miracles.