

## **The Limitless Life Experience Podcast**

### **Transcript**

#### **4 Things Getting in the Way of Your Self Belief**

Sometimes even friends and peer groups, when they see somebody with a different vision and a different perspective of their own, it brings up all of their fears, and worries, and insecurities and what happens so much of the time, is that is projected onto you.

I'm not going to tell you how you can make six figures in six minutes. I'm not going to tell you that the only reason that you haven't created the ultimate freedom in your life is because you haven't yet launched a membership site. And I'm not going to shame you into thinking that I've got the only magic wand in the world that will solve all of your problems, that you can have for just 60 gajillion pounds - but today, 97, but I need people in the next few minutes. Why? Well, aside from the fact that it's really freaking wrong and has always been really wrong, but because right now, the world is shifting and it is crying out for something to me and some people have felt it, some people have heard it and some people just know that that is true. My question is - will you be ready? Hold onto your hats, peeps, because that gateway is coming.

Welcome to the Limitless Life Experience Podcast with me, your host Susy Ashworth. I'm a mum of three, multiple six figures, serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you and it goes 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 difference in the world and helps you live a life without limitations. This is the Limitless Life Experience.

Hello you gorgeous human being. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast and I am super excited to have you back in my earbuds. You gorgeous human being and today's episode is all around what does it actually mean to believe in yourself? I did a straw poll in one of my client's Facebook groups and I asked the question, what do you think was the biggest thing that held you back from achieving your goals last year? And response, after response, after response was the same - and it's interesting because I think that I thought people would say, I didn't have enough time or I didn't have this template, or I haven't learnt how to put my business online, and all of those very practical steps. That's really what I was expecting, and what was super interesting is that 80% of those answers came down to self-belief.

I didn't believe in myself enough to follow through on my dreams and my desires and my goals, and that made me feel really, really sad because it took me back to just before my eldest son was born, which is nine years ago. That is when I really, when I got pregnant with him, that is where my journey with self-belief really began to change and it took a good couple of years really. It took until my daughter coming, that I really decided to back myself, but up until then I had lived a life that was way below my potential because I didn't really believe that I was capable. I was quite fortunate. I had gone to a grammar school. So for those of you who are not in the UK or you don't have, we used to have a test called, I think it

was called the Kent test or the 11 plus where when you're going into the equivalent of high school, you would take a test and, and you would get screened.

So people who pass the test would go to a grammar school and people who didn't pass a test would go to a regular comprehensive. And I passed the test, and I don't really recall feeling particularly happy about that. I wasn't sad, but it was almost like it was an accident. It was almost like it was a fluke. I hadn't expected that of myself and my foster parents were not particularly academically minded and so you know, it just was one of those things. And at school, during secondary school, I was pretty average. Now I wasn't the worst academically, but I certainly wasn't one of the best. I was good at sports, I was good at physical activities, I was good at music. Again, not the best in it. I was just okay. And it's fine being in the middle of the class and I don't think that anybody particularly thought "this girl is going somewhere".

I mean I definitely didn't think that, but that also wasn't the feedback from my teachers. Now I had some very supportive teachers, for sure, and yeah, I had some very supportive teachers... But I'm thinking about one particular example when I competed in English schools in a 300 meters, we did the 300 meters as an under 15 because 400 meters was too long for our age group. But even that I felt like I had got in, I'd qualified because my teacher was the wife of somebody who was in the selection team and maybe I hadn't quite got the the speed, but because they were connected, I kind of got a shoe in that it was all this and I remember being on the bus, and nobody really liking me because their friend hadn't got the 300 meters and dah, dah, dah. So it was always, I was just okay, like all of my achievements were just alright. It was never, wow, this person is amazing. They should be, you know, they should be here.

And so I grew up with a little bit of a complex around not being good enough and this is kind of separate to our financial situation and all of that, which I've mentioned for sure in other things, and I'm sure I will talk to you again about at some point, but I never really grew up thinking that I was going to achieve much. And after my mother passed away when I was 19 I had a real period of time where I traveled the world. I kind of went off and I did my grieving abroad, which was a really powerful and beautiful experience, and is absolutely the reason why, part of the reason why we sat here in Mexico right now - it gave me a flavor for what freedom, and what choices could give you.

But again, it wasn't really planned as such. Life was very haphazard and I was just following my nose. And then when I went to work in media, I was very good at my job, but it was very segmented. And the creative people, they were allowed to be creative, and the salespeople - you were allowed to sell, and that was my job. I wasn't good enough to be on the creative team, and I mean - that wasn't a problem. I share that because the underlying belief that it fostered was, I'm not quite good enough. I used to partner with a guy who was absolutely hilarious, had all of the best stories, was just like the like premium creme de la creme storyteller. And I'd be a bit like, "hi", and you know, I'd be okay. I'd loosen up after we had a couple of drinks or if I was one on one with somebody, but put me in a group of people, I would just want to hide in the background because he was the star of the show.

So again, really not believing in myself and my value. And it made me feel really sad actually that so many of the people that answered my question, "what do you think was holding you back?" Even if the life that you're living is good, even if you're pretty okay. Even if you're grateful because you've got healthy children, and you've got a partner that loves you, or you know you've, you've reached some level of success in your life and business. When you know that there is so much more for you and you know that the real reason that you refuse to share your ultimate goals, the real reason that you refuse to increase your rates, or create a new program or go off in a completely different direction... is because you don't a hundred percent believe in yourself. That makes me feel really, really sad. And I suppose what this episode is about is really wanting to highlight - because for some people it's really obvious that, oh, the reason that I'm stagnating right now, or the reason that I don't think that there's any chance of me achieving my goals, particularly in this economic climate, or particularly when the kids are at home, or all of the seemingly very valid reasons why now is not your time. I really want to shine a light on the four things that you would be choosing to do, or be, or have, or lean into if you really believed in yourself. Because I think that this can be a sneaky one. I think for some people it's really obvious. Oh yeah, it's my confidence. It's my lack of self esteem. It's because I don't feel worthy. I don't feel deserving. Some people can really name that, and other people - it's about self-belief, but it presents itself in really, really sneaky ways.

And so I want you to ask yourself the following questions and your answers to these questions, are going to show you really clearly whether you believe in yourself, how much you believe in yourself.

So I think the first one is.. Do you let other people's judgments and insecurities about their own capabilities get in your way? I think that this is such a huge one. I was talking on a call with a client the other day and you know, obviously I always ask people how they're doing and she was like, I'm having a really shit day. And I was like, why? And she was like my husband, and she went on to share a really common story that I have definitely experienced. There's so many people who've definitely experienced where his need to understand or his need to be in control or his need to be involved in what it was she was doing caused him to highlight all of the things that he didn't understand and therefore got her to question whether she was doing the right thing or making the right step. And quite often what I observe when people don't have supportive partners or parents, sometimes even friends and peer groups, when they see somebody with a different vision and a different perspective of their own, it brings up all of their fears and worries and insecurities. And what happens so much of the time is that it's projected onto you. And when somebody really believes in themselves, they are able to detach themselves from that feedback or judgment. They're able to really see, Oh, that person is triggered because I'm highlighting the fact that I've chosen to do something that they would love to do. And right now, for whatever reason, they don't have the courage to take that step. Oh, I can see why that person is being really vicious right now or defensive right now. And it's, it's because they're scared this is going to take me away from them or it's going to introduce me to new people or fill in the blank. When you really believe in yourself, you're able to really see those conversations and those fears and worries for what they are, which is the other person's insecurity, which is often very cleverly dressed up as, I'm just trying to protect you. I just want you to be realistic. I don't want you to eff this

up for ourselves or our family, like get with the program. I mean, I've had all of those things said to me and it makes me smile that actually having my babies gave me a real clear reason as to why I had to believe in myself. You know, I want them to believe in themselves and I know that their star in life, their self esteem, their self worth, they're going to observe it from me. So yes, I can fill them up with your incredible and I believe in you and you can do anything that you want. But if I'm not modeling that, that's where the seed of doubt comes in. That's where they, yes, but it might be good for that person, but it's not good for me. That's where that comes in. So I want you to ask yourself, notice, where am I not choosing what I want to do because of other people's judgment and insecurities? And it might even be your fear of those judgements and insecurities.

Second thing I want you to observe is all you compromising on your dreams and desires because of your own inner critic that comes up with the million on one reasons why you can't do what you want to do. Now, I have got a whole podcast planned for you around the brain and the mind and the subconscious mind coming up, and I cannot wait to share it with you, but in the meantime, are you listening to the voices in your head that say no, too risky? No, not worth it. No, you're not good enough. No, you don't have enough time. No, this is not possible. When you really believe in yourself, I think that you tend to hear those voices less so that's the first thing and you can do that through training yourself in a myriad of different ways. You can do that through healing. There are, there are so many different ways that you can slow down the stream of that type of voice in your mind, so you hear less of it to start with. Secondly, I think that this is most powerful because I work with multi, multi millionaires, you know, 10 figure entrepreneurs and what has been really interesting being able to get so close to these highly, highly successful people and say, yeah, I mean it's alright for you and have them turn around and say, are you joking? I still have fear. I still have insecurity. I still have scarcity. I still have lack, but I'm able to differentiate between myself: limitless human being who is creating their own reality.

Even when things look bleak, even when it's tough, even when it looks hard, I'm able to differentiate between that person and my brain, which is designed to keep me safe, my brain, which is designed to really look for how to move forward based on previous experiences. So actually I know that when I hear those things come up, that is an opportunity for me to alchemize them and turn them into fuel and energy for this thing that I actually want to create and these are the tools, this is how we do this. And that for sure has been my own experience too because every time I want to up level I get the seeds of doubt come in, the fear comes in, the comparisonitis comes in and what I'm able to do is burned through that crap so freaking quickly - that I'm able to like my results, particularly in the last six months have been off the charts because of everything that I have been learning and observing around what is required to stop that inner critic, to move through that inner critic, to release those stories, those old triggers, those old wounds around not being good enough and it's been incredible.

The third thing is do you stop when it gets hard? When you choose to believe in yourself, it's not that quitting is never an option because sometimes quitting is absolutely the smartest thing to do, but many times, many, many, many... way too many times people quit on themselves because they're scared... People quit on themselves, not because their idea is

fundamentally flawed, but because they're afraid they quit on themselves because they are afraid of what they think success is going to look like. Is this going to take me away from my family? Is this going to separate me from my partner? Am I going to become a crappy mum? Am I going to have to work all hours? And they quit because if they quit and they're in control of the quitting, then nobody can say that they failed really, because it was your choice.

Often people quit because they don't believe that they can make it work, and often they believe that because they haven't had - I was going to say mentorship - they haven't had the example of what it takes to make it work, and that is the next point. Really. I think a lot of people, a lot of lack of self belief shows up in the type of thinking that says, unless I already know the answer to this inside out, then there really is no point in me trying because this is going to be way too big, way too overwhelming, just way too much. I need to know all of the answers now and the less I know unless it comes from me. This is the I need to do everything paradigm and if I'm not doing everything then I'm not inadequate. Then I'm inadequate and it's like that is a story that hides a lack of self belief, and I think that I have said this many, many times. The thing that has made one of the biggest differences to my business is getting people to show me how to do it, and then looking at what they've done and then asking myself, how do I make this work for me? How does this work for Suzy? I get it, I see the principals, I see the steps and now what needs to happen for this to be viable? And from that mindset, which is obviously a growth mindset, rather than a fixed mindset - nope, black and white, this is not going to work. This is not appropriate for me. From that place, I have been able to create so much magic and so many miracles. It blows me away. When I think about where I started from always being average, always in the middle, never really feeling like I deserved to be at the top or to have the best opportunities, to knowing that I get to choose exactly what I desire right now that it blows me away and I feel so grateful and so blessed.

And so for any of you who have listened to this and are surprised by the fact that you resonate with the things that I've said around actually not believing in yourself as much as you could, as much as you thought that you did, because you can see yourself in those patterns and there are loads more. I want you to know that awareness is the start of changing how you believe, how much you believe in yourself, being aware when you're compromising and settling for less, and then asking yourself, actually what do I want, and what am I going to choose for me? That is the star of tipping the balance. And as soon as you start tipping the balance, you'll be amazed at just how many more opportunities there are for you to step into what is possible for you.

And I think that some people will hear that and go - oh, but that sounds scary and I really also get that. I really, really get that. And for those of you who listened to that and think, oh, that does sound scary and intimidating and a lot of work... I encourage you to think about what does it mean to live a life where you have chosen not to believe in yourself? What would the impact of that life be at the end of your days? And if that doesn't feel scary, then knock yourself out. Keep on accepting less. But if that does make you sit up and go, okay, I'm not prepared to make that compromise, then you know - get on the train and start playing the game. Start observing, get really aware of where you're compromising and start noticing

where you can make other choices that are in alignment with somebody who believes in themselves.

And that is it from me today, you gorgeous human being. I hope that you have loved this episode. Please shoot me a DM. Tell me what your biggest takeaway was and share it with your friends. Like take a screenshot, tag me on social so I can share it and let's get the word out there. Now is the time. There's never been a better time to step into everything that the world is crying out for and you deserve to be. So please remember that ...