

The Limitless Life Experience Podcast

Transcript

What's the best next step for your business growth?

Am I in alignment? Am I going in the right direction? These are questions that I am asking myself generally a lot.

Welcome to the Limitless Life Experience Podcast with me, your host, Suzy 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 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 difference in the world and helps you live a life without limitations. This is the Limitless Life Experience.

Hello. Hello you gorgeous human being. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast. And I am buzzing. You know, this is well I've said it before, and I'm going to say it again. You know, it, this is like one of my favorite spaces to be in. And it's funny because I was talking with the lovely Adele Kelly, who is a graphic designer and branding extraordinary. And we were talking about the voice of my brand. And we were talking about how the fact that my podcast is really different from my live streams than with the podcast, it is much like slower and intentional and calming. And with the live streams, it's just a lot more energy. And like I'm bouncing off the people who are listening and it was just an interesting thing to observe. But what I do know is that I love, love, love. Being able to chat with you twice a week, whether it is a quick and dirty, or something more in depth. And I am super excited about bringing some other voices on to the podcast too. So watch this space, my friend watch this space.

So today I want to talk to you about what the next step is or how to figure out what the next step is when it comes to growing your business. And I think that we all have these moments in time. I probably get them less now. And it's because the process that I am about to take you through is happening on a consistent basis. I am tuning into this probably weekly, and it might not be, I'm going to sit down to figure out what the next step is, but through my journaling, through that connection with how does life feel right now? Am I in alignment? Am I going in the right direction? These are questions that I am asking myself generally a lot. So let's, let's go for it. I think the first thing that I want to say, step one is to stop over complicating this, if you are going backwards and forwards on any decision, not just business, but any decision in your life, I can guarantee that you are over complicating. Life is supposed to be simple. And any decision that you make - get this, any decision that you make is

going to be the right decision. And any choice that you make is either going to accelerate the speed at which you achieve your desires or slow down the speed at which you achieve your desires. And even if you pick the decision or make the choice, it slows you down. That's okay. You know, your lesson might be learn to trust your bloody intuition more and go with the other option.

And you need to see that this is going to slow you down by not doing that this time for the 50th thousandth time, because you always go for this option. And it's okay for you to keep learning the lesson until you have learned the lesson. And when you are able to look at your life like that, everything becomes so much easier.

So step one, set the intention to stop over-complicating what the next step is. Step two, get quiet and tune in. What do you want? What do you really, really want? And allow yourself to go there, allow your imagination to run a riot. Like this is your life. And you will not get a do over of this version of your life. And so therefore you get to make the most event on a moment by moment, minute by minute basis, or you don't, you get to have the dream that you really desire, or you get to live someone else's dream like, and again, living someone else's dream might be your lesson this time around, or when you realise that you have been living someone else's dream and the disease and the discomfort and the frustration and the pissy-off-ness that you feel comes from the fact that you are denying and rejecting your soul's desire. Maybe that's the lesson. So it's all welcome. It's all good. But tuning in will tell you exactly what it is that you want. So get your journal out, get quiet, close your eyes, focus on the breath and ask yourself, what do I really want for my business? And I want you to think about how much money do I desire, not what you need at this point, but just how much money do you desire? Like how much money would you like to have in the bank? How much time do you want? Look at your commitments. Look at the responsibilities. Look at the choices that you get to make on a daily basis. I know that the vibration of the word responsibilities can feel a little bit heavy, but we're going to switch it up by saying that you get to choose. You get to choose how much you want to be a parent or show up for your parents or be a friend, or be working on your business.

Somebody posted in a group that I'm in the other day, I'm looking for other multi millionaire, female entrepreneurs who work 15 hours a week. In fact, the actual thing was, I'm looking for other female entrepreneurs who work 15 hours a week or less, and that are making a million in profit a year. And someone tagged me and was like, Suzy, is this you? I was like, I fucking wish. And I thought, I mean, I was trying to be funny. And right now the intention is to work less. And it's again, like I said, I'm asking myself these questions all of the time. And since moving back from Mexico and moving to a more traditional model again. So working from 9 finishing at 5, having a couple of evening calls a week, I realise that I want to have more time

actually. And I've had a couple of client calls slip into my Fridays of which I always had off.

And so, getting really intentional about creating more time in my diary is one of the things that is top of my mindset. You know, what do you want your life to look like? How much time do you want to be spending with family? How much time do you want to be spending with friends? How much travel do you want to do when we are allowed to travel? You know, just build up a really comprehensive picture of your business of your home life, of your leisure, of your spirituality, of your health. Get clear on all of the areas of your life that are important and write out the dream picture. Now with the business, don't get bogged down and I need to have three master minds, and two online courses - we'll come to that bit in a bit, but write that out. Now, I want you to look at the money again and ask yourself, how much do you need to live that lifestyle - is in alignment with what you said that you want. And if you have found that, actually you said that you want X and X is 10 times the amount that you need to live, the life that you want, look at what you would do with the rest of that money. And the reason that this is important, again, from a subconscious transformation perspective, is that knowing where your money is going, gives you motivation, just wanting it for the sake of wanting is never enough to keep you moving through the natural ups and downs of business. And so being clear on your motivation, your 'why' on an individual level, as well as a community level is super important. So just make sure that there is some correlation between how much you need and what you want, knowing that you can just increase your wants.

So you can say, Oh wow, like 60% of what I've said that I want, well, get me everything that I desire. And I choose to put 40% or 20% into a trust for animals. I choose to put 10% into my kids' savings. If you have kids and I choose to put 10% into like frivolous playing. It doesn't matter. You just need to be clear on where it is going. So you've built out your picture, your ideal life and your ideal business.

Now, I want you to look at where you are now in relation to that. How far away are you on the business front from ticking, all of the boxes. Are you super close? Is it just tweaks or is it something radical that needs to happen in order for you to make the step from where you are now to where it is that you are expanding into, you know, is your calendar full right now? And you know that you want more time if you know that your calendar is full, when you need more time than you need to increase your rates so that you can employ other people to take some of the admin and some of the other tasks that don't involve you being in front of clients off of your plate, is your diary empty right now, when you know that you want more clients, if so, then the next step that you have to be thinking about is, okay, what does outreach look like? How do I connect with more people? What strategies am I going to use in order to connect with more people? And I have done a podcast on outreach, so we will pop it

a link to it in the show notes, which I think is that my top 10 strategies for getting more one-to-one clients in your diary, if it's not once a one people that you are looking for and it is scaling and leveraging... what programs do you already have that enable you to do group coaching? Or does group coaching not align with how you want to serve your clients? Is it - when you look at your ideal life - do you know that actually it is passive income courses that feel most aligned for me when, when I look at how many clients I want to be serving and how I want to be serving them at any given time? Is it everything is going amazingly, and I just decided to have more income. I don't want any more clients. I feel really, really good with this number of clients. I don't want to launch any more courses... again, that comes down to raising your rates. So just by looking at your dream life and business and identifying what exactly does that look like? That picture that you have drawn will tell you what your next steps are when you then super impose it on to where you are in your business right now.

And it really is as simple as that step one, stop over, complicating it. Step two, get quiet and tune in. What would your ideal business and life look like? Steps three. Where are you in relation to that now? Four - what is the best next step that is going to take you one step closer?

So how this works or has worked, or is working in my business right now. I know that I am looking to hit seven figures between now and the end of the year. And so what do I need to do in order to help me get to seven figures with the most amount of ease and grace, because we all know that there are 1,000,000,000,001 ways that I could achieve that. And some of those ways are going to be really hard and involve a lot of push and a lot of control and others are going to feel way more easeful. And the truth is, is that as I look to create a result that I have never created before it is going to require me moving beyond my zone of comfort, it's going to require me to do something that I have never done before. And this is really important. If when you have created the picture of your dream life and business, you realize that it is more of the same. Then the next step that you take is going to be pretty similar to the steps that you have already been taking. If you are looking to create a leap or a quantum transformation in your business, then you are going to need to do things radically differently. And because you are doing things differently and because you are going beyond your comfort zone, it probably, it may feel a little bit sticky. It may feel less easeful than you desire. That doesn't mean that you're doing it wrong. So what that means for me in my business is releasing some of my lower end programs and releasing the bigger launches of those lower end programs, because I am looking to focus my attention on scaling my mastermind. Why is that the focus? Because I want to create more time in my life.

And so by having my mastermind as more of a priority in my business and getting support on that mastermind, I will absolutely be able to create the time and the revenue that I desire to help me get to seven figures with the most ease, grace and flow. So just look - once you know what it is that you want to create, ask yourself, do these products that I have... is the way that I'm working right now, supportive of that goal? And if the answer is no, it's not, then you need to switch things up.

If I'm saying all of this and you have got your juices worrying, and you're like, Hm, this completely makes sense. And I want some help. And I am ready to add at least another six figures in revenue to my business in the next six months, feel free to reach out and ask me about the mastermind and how you can apply, because The Freedom Experience helps you do all of this whilst helping you do the inner work that is required for you to make the practical changes with ease and grace and flow is super, super exciting.

So I hope that this episode has been interesting for you. If you have loved it, then please leave me a review on iTunes. Don't forget to screenshot this episode and tag me on Instagram because you know, I love it when you share the love, and I will see you for the next show.

Please remember...

Faith + Action = Miracles