

The Limitless Life Experience Podcast

Transcript

Letting go to level up

It is all way, way different to be able to have you on the tap, which is fine. It is fine for you to offer that service. But then you just charge appropriately because you understand the value.

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. This is the Limitless Life Experience Podcast with me, your host Suzy Ashworth. How are you, my friend? It's the vibe high? I really freaking hope so. How I am right now is hungry. You know when you're doing something and all of a sudden you get that awareness that your tummy could be fuller. That's exactly where I am right now. But rest assured, I am not going to let that distract me from having a rocking conversation with you right now.

I have been getting the same thing, come up again and again, with some of my higher level clients. And actually this is not just a higher level thing. This is a thing that comes up every single time you need to uplevel. I think I might have spoken about this before, but it's really alive right now. So I'm going to speak about it again. And it is about letting go, and the mindset required for you to uplevel when you are on the verge of burning out, or you are feeling resentful because of the amount that you feel that you're giving. That is how it is presenting itself to me in my clients right now. And it is a massive, massive sign from the universe that it's time for you to release being the person who has to do all of the things. And it is such an interesting place to be in when you reach that point in your business, because your mind brain says no, the fuck way, I am not letting go of any of the things, because if I let go of any of the things, then people are not going to get the results that they expect. I am going to be letting people down because people want me, I can't get other people in to help me because they are not as good as me and essentially your ego.

It's like you are blowing into like a pump that is just making your ego expand and expand and expand. Like, I want you to imagine your ego is a balloon and you've got one of those bicycle pumps and you're blowing it up. That is what is happening when

you get to that stage of knowing that sensibly and logically. And if you want to create that impact that you have to let go. I know who I talked about this with. I talked about it with Denise. You have to let go, but everything about you is holding on really, really tightly, and it's ego and it's people pleasing. And the minute you recognise that, is the minute you start to create a little bit more spaciousness around the idea. So that is the first step.

The second mind reframing the issue required is that actually it isn't just about you. And when it comes to scaling and making a massive impact in the world, you have to not make it just about you. So what does that mean in practice? And I have really seen this, seen the power of this with The One which used to be my 90 day incubator, and is now a 12 month membership. It's about the frameworks that you use. That is what I want you to switch into. And the more effective your frameworks are, the more scalable your business becomes. And so the way that this works with The One is when somebody says, I want to do a challenge launch, the answer is go and have a look at the challenge trainings. Or if somebody wants to do a webinar launch, the answer is go and have a look at the webinar trainings. And follow the framework. And once you have followed the framework, and you have executed on the framework, you can then if you want to chuck the framework, the window and do and stop playing with it so you can optimise it and make it you.

But we know, I know that that framework works. Why? Because myself and my clients have made hundreds of thousands of pounds from it. And by the time we get to the end of the year, I will be able to say, these frameworks have helped create over seven figures worth of revenue. Just for me personally, so I know that the framework works. Now, what people will say is yeah, but, and what I would always say is go back to the framework first, execute the framework first. If you have any questions about the specific framework, then you can ask one of the many coaches for the answer. You, as an individual, don't need to be the person who troubleshoots all of those individual questions. You are the person who creates the framework that you know works for the people who work the framework. Can I say that any more times? But I hope that you get the point, that the transformation comes within the structure that you have created. And once you've created a really tight structure, you do not need to be the person who delivers that all of the time. And you, of course you can be, of course you can be. But when you are genuinely, when your mindset is generally ready for you to up level and increase the number of people that you are serving, you have to exercise a new level of trust. First of all, that trust is in yourself. I trust that the framework that I have created is going to work, even if I'm not babysitting somebody every single step of the way. And unless you trust that it's not going to work.

The second thing that you need to trust is the people who have chosen to invest in themselves. And that doesn't mean leaving people to their own devices, to flail aimlessly in the wind, but it's about really setting them up so that they are empowered and are empowering themselves on a daily basis to keep on showing up for the work. And the way that I do this in my programs is just a build in layers of accountability, to build in support structures in the shape of other coaches who 90% of the time have been through my programs and understand the frameworks and understand how I teach. So are really able to keep people on track when they fall off. But having that accountability piece also means that I am able to know what is going on with every individual, even if we're not chatting every day.

And then in exactly the same way as I get to create this podcast, which talks to the people who are in my community, who know that they want to uplevel, but are still holding onto everything. They then have this as a resource, which we also add to the membership area so that people have not only the trainings, but they also have the coaching. And this is powerful coaching if you choose to take action on what it is that I'm sharing. So this is the same way then your business. This is how you scale. I had another client, a couple of weeks ago who said that they ended up getting into a really in depth conversation with somebody in their Instagram comments. And I was saying that if you did that, and she did it because she felt that she had 1. a sense of responsibility to make sure that the person understood where she was coming from and 2. she didn't want to be misunderstood. And so those limiting thoughts and beliefs meant that she ended up getting into an interaction, which is in no way, shape or form scalable. So when you find yourself doing things on a daily basis that keep you constricted because they are not the bigger picture side of things, but you are there in the weeds, like doing all of the digging and the toiling, and then making sure that everything is just so... you stop yourself from growing in the way that you are desperate to grow.

And so this really is an invitation for you to think about, okay, if I need to step back in order to create more impact, how do I support the people in my programs, without me being the person who needs to hold them at every single step of the journey? It's absolutely possible for you to still get really incredible results without you working at all the levels. And then how you not only scale your impact, but your income is that you really recognise that when somebody does have your time, and is able to get face to face with you, or is able to have access to you in your Voxer, that you charge appropriately and accordingly for that level of access. Because of course it's way, way different to be able to have you on tap, which is fine. It's fine for you to offer that service. But then you just charge appropriately because you understand the value. So one of my mentors, she will not get on the phone with you unless you're paying her a million dollars. She charges a million a year. That's what you have to pay in order to get on the phone with her. And now she will WhatsApp. You you'll be in

WhatsApp, or now we use Telegram. So I get voice notes, but in order to get her on the phone, she will not do that for less than a million. That's how much she values her time and not being tied down to weekly, monthly fortnightly phone calls. She just decided that. It's been really interesting and valuable lesson to observe, because this individual has multiple businesses. And if she did not manage her time effectively, there is no way that she would be able to juggle all of the balls that she juggles as well as have space, as well as be able to holiday as well as be able to chill out by the pool. All of which she does.

So this is a real, real reinvention to assess. Is it time for you to let go? And if so, what are the structures? This is what you need to think about. What are the structures I need in place in order to not only make it easy for people to follow my frameworks, which I know and trust work, but also easy for us to catch people so they don't fall through the net if they get stuck or they need extra support, without me being the person who needs to be the extra support? It is absolutely possible for you to grow your business and keep the integrity of your coaching, without you having to do all of the things.

So - and I say coaching, but of course this works if you're a creative, if you're a graphic designer, if you're somebody who's moving to an agency model, it works across the board. It's the same principles and ways of thinking.

So I hope you have enjoyed this episode. If you have, please hit me up with a little tag on Instagram. You know I love to share the love. And if you think other people will get value from this episode, please leave a review on iTunes. It really, really counts. And if you haven't already come to play with me over in The Quantum Success Hub, which is my free Facebook group, what the heck are you doing? Seriously, stop listening to this, and come over to Facebook and request to join The Quantum Success Hub for Female Entrepreneurs. It is where the fun, the magic and epic amounts of miracles are going down. Thank you, my friend. I love you. And please remember that...

Faith + Action = Miracles.