

The Limitless Life Experience Podcast

Transcript

What to focus on part 2

100k-200k

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Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach, and believe in miracles. My superpower is helping female entrepreneurs like you create six figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the Limitless Life Experience Podcast.

Hello, you gorgeous human being. It is Suzy Ashworth here, and I want to welcome you to this episode of The Limitless Life Experience Podcast. You know, you know, it is my favorite time of the week when we get to hang out, chew the fat and I get to really just empty the contents of this crazy, crazy mind. It is just always a pleasure to be here with you. And I hope that today I'm finding you in a really, really good space and place. And if I'm not, if you are feeling it today, if you are feeling unsupported, if you are feeling alone, I want to remind you that even when it feels like everything is going to shit, it feels like everything is crumbling around you. I want you to know that you are still fully supported and every break through every breakthrough that you really remember is always preceded by some kind of breakdown. So it doesn't always have to be mega dramatic. Don't get me wrong. But for those of you who are not feeling it today, I want you to know that I'm with you. And I am one of many people who have your back, even if it doesn't feel like it right now. So without any further ado, let's get on with the show...

This is part two in my series of what to focus on. And this is for those of you who want to know what is required or what is going to be required for you to hit your first quarter of a million pounds. And honestly, I think that this is great for you, even if you are at this point in time, still looking to hit 5k months because it's an expander. And the way that I have always made quantum leaps in my life and in my business is to put myself in the position of somebody who is three, five, 10, 15 steps ahead of me, it doesn't really matter how far ahead of me. I just need to know that they are ahead of me and being in their space, being in their energy, understanding how they think,

understanding how they approach things. Even if it doesn't feel like my vibe has enabled me to look at things differently.

And whenever you are looking to create a different result in your life and business, it's imperative, it's non negotiable that you look at things differently to how you have been looking at them, to get you into the position that you are in. It's very, very unusual that when you're looking to make a leap, more of the same is going to be helpful. If you're looking to create more of the same, then knock yourself out. But most of the people who are in my world want to grow exponentially. They don't just want to do the standard incremental growth. They want to make a big leap. And they're like, Suze how did you go from a 30 K launch in 2019 to a 640,000 pound launch in 2020? I like - we did the leap. I put myself in the position where I was surrounding myself with people where that was standard. And yes, I took some very practical action steps, but alongside that, all of the energy work, all of the mindset work, all of the energetic and subconscious transformation work was really, really prevalent in everything that I was doing.

Anyway, I'm going off on a bit of a tangent. We are not talking about plus 250,000 today. Although we will get there. That is part three in the series today, we're talking about, what do you need to focus on when it comes from you've done the hard work you have made six figures. Woo, woo. And now you want to hit consistent 20 K plus months. You want that quarter of a meal. So what is it that you need to do now? You might be surprised by what I'm going to say here, because most people put such a huge emphasis on reaching that first six figures and feeling like, or when I hit six figures, I'm going to have made it.

And the truth is for the majority of people, once they hit six figures, they're like, wow, I don't have a huge amount of money left in the bank. And more importantly, which is what I want to focus on for the first point is that it's been quite scrappy. It's been, 'I'm going to do a little launch over here' and 'this person's doing that thing over here' and 'ooh, this person said I should do a webinar here'. So it's all a bit chaotic. And when you sit the person down and say, what parts of your business do you love? What parts of your business do you absolutely hate? You know, a good 70% of what got them to their first six figures. Isn't what they want to continue doing. And if you are in that position, I want you to know that it is completely normal and you are supposed to be iterating and evolving.

It's part of the reason why I get frustrated when I see people putting blood, sweat, and tears into a program in their first couple of years, when I know that that's not going to be their flagship program, that they're going to use to scale to 1m - 99% of the time. Why? Because our programs often reflect the journey that we've been on. And what it is that we're doing is really rare. You know, one of my friends, Denise,

Duffield Thomas, one of her - and actually I was going to use her as an example, as somebody who created a course and stuck with it. But she's another really good example, because that wasn't the case. She had lots of different businesses and ideas before she landed on bootcamp. And it just so happens that she had launched bootcamp a couple of years before I got into business.

So that's why I'm like, she did the same thing, but she actually didn't, she's a great example of what I'm talking about. Those first couple of years, you're just finding your feet. So once you have hit your hundred and you know that you're ready to scale to 250, I want you to tune in and ask yourself if I did only have to do one of these things for the rest of my life, what one would light me up right now? And maybe the answer would be this one, maybe the answer would be something completely different. It doesn't actually matter, but that would be my first piece of advice is start to tune in and refine what it is that you are offering. And in that refinement comes, do I need to put my rates up? Do I need to change the delivery? You know, does this program feel amazing? But ultimately the way that I'm doing it, one to one does not, is not going to allow me the growth that I want to have. Do I need to change this into a group program or a course? So really looking at your offer and working out, what's the thing here that I want to scale, or do I want to start something new and starting something new is also fine. I've done that many, many times.

The second thing that I want you to be looking at is refining your launch. So again, nought to a hundred is usually scrappy. You're doing all of the things yourself. You have barely any support and every single launch is fly by the seat of your pants. I want you to be building a business. And when I'm saying this, I'm thinking of my freedom experience, women, you know, I am here to help people create freedom in their business and in their lives.

I don't want you to be building a business that feels like a straight jacket. And so when you're scaling to that 250, I want you to be smarter and more strategic about how you are launching. And for somebody who is like me, the idea of doing that, I did not do what I am advising you to do until this year. So my sixth year of business, and I went into my sixth year of business having hit 420,000 in sales. So it took me a whole other cycle to implement what I am sharing with you now. So if you do this more quickly than I did, you are going to get better results or quicker results than what I did the idea for me of launching on a regular basis and having things organized. Absolutely... oh, it made me feel so uncomfortable because I was really used to being very agile. I was the gazelle. It was like, shit, we need more money for this. Okay. I'm going to do a launch. Oh, okay. We need to spend that money for that. Okay. Let's do a launch. Like that's how I thought, Oh, I've just had a new idea.

That would be amazing. Let's launch. And because I was the person who was doing pretty much all of the work, it worked.

However, this year for the first time in my life, I looked at my calendar and said, I want to launch here. I want to launch here. I want to launch here. And I want to launch here and I want to launch that. And I want to launch that. And I want to launch that. So obviously you can't do that before. You've looked at your offers and decided what feels great and what doesn't feel great. But as soon as you feel like you have a portfolio of products, and your portfolio might be 1-1 coaching, and then you just have to have a clear strategy of when you are asking for the sale, or it might be 1-1 coaching and a group program 1-1 coaching and a course, but knowing what it is that you're doing and committing to doing it at certain times, what it enables you to do is just get way more organised. And that structure actually creates freedom for you in your personal life, because you don't find yourself writing email sequences at midnight, the night before you are about to launch your video series. So one to 250 you off focusing on creating more structure and planning out your launches ahead of the game.

And then the third thing that I want you to do to be doing is looking to see where you need support. Now, I don't think that you need to be spending a ton of cash, hiring all of the people from the get go. I would make the assumption that you already have VA. And if you don't, you need to stop listening to this immediately and hire one. You definitely need to have a VA. Why? Because a VA should be doing all of the things that anybody in your business, anybody in your company could do with hopefully very little training, i.e. answering emails, sending out contracts, doing your admin. If you're still doing all of that, you are wasting your most valuable asset, which is your time, because alongside these three things, you still want to be focused on your sales and your messaging. So those are the things that got you to a hundred thousand. You don't stop doing that to get to 250,000. You have that going, and you're looking at your offers, refining your launch, and bringing other people in to support you. So I would say, and again, it's going to be slightly different depending on where your zone of genius is. I made a decision at about this point in my business. So when I got to the £250,000 mark, that I didn't really want to be doing anything other than content creation and coaching. And so what I did was look at all of the jobs that I was doing, and how you can do that is really just doing an audit of your time for a week. What are you doing? And I looked at all of the things that were on my plate that we're not coaching and we're not content creation. And I slowly but surely start to outsource those things. For me because I have never focused a huge, huge amount of time and energy on growing a massive list. One of the things that I did pretty early on in this journey is always have a Facebook ads manager, because that was something that I knew I was never going to get my head around. And what it meant is when I was launching, I was always launching to new people. That was

my community building. The error that I made was, I would do the launch and then stop the ads. And actually what I should have been doing is continuing to build my community all of the time, by having a great freebie that was running in the background in between my launches. So if you're not doing that right now, and you've already hit 100 and you're looking to build it to 250, I would absolutely recommend you doing that to create more ease and flow in your business.

And for anyone who's listening to this, who says, I can't afford to do that. The only reason why you wouldn't be able to afford to do that is if you're not having regular sales conversations. And ultimately that is what your Facebook ads are supposed to be supporting you in doing - so for sure, you have to think strategically about what happens to these people once they get into your community, i.e onto your email list, where do they go? How do I invite them to take the next step? You need to be thinking about all of that stuff, but for sure that that was an important investment for myself.

So they are my top three tips when it comes to scaling to 250,000, really refining your offers, optimizing how you launch and starting to build your team. And my recommendation is to decide what are the things that you want to be doing. And ultimately they should be things that are in your zone of genius and things that only you can do, and then slowly start outsourcing all of the rest.

So I hope that you have found this interesting. If you did, please do me a favor. Give me a shout out on the gram and tag me. You know, I love to share the podcast here, there, near, wide, far - all of the places. We just want to keep getting it out there to as many people as possible.

And if you feel so inclined, if you love this vibe and you want to come over and play in almost real life, virtual real life with over 1500 incredible female entrepreneurs, we are all hanging out in The Quantum Success Hub for Female Entrepreneurs, and we would love to have you join us.

So without any further ado, please enjoy the rest of your day afternoon, evening, wherever you are in the world right now.

And of course, remember that...

Faith + Action = Miracles