

## The Limitless Life Experience Podcast

### Using Your Identity to Make you Millions

#### Transcript

#### Intro

But until you have really decided that it is a non-negotiable, you will not, it is impossible for you to bring that into your reality. 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 believer 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.

**Suzy:** Hello, hello, you gorgeous human being. It is Suzy Ashworth here, and I am super excited to welcome you to the Limitless Life Experience Podcast. And in today's episode I want to ask to dive deep into identity. I think this is one of the most underrated areas of personal growth that really can change the way that you think, feel, behave and receive in an instant, the moment you choose to step into a new identity. And I was sharing with some of my mastermind clients, how the reason that I have been able to triple my turnover moving from 400,000 to 1.2 million pounds in revenue in one year in less than a year is because of all of the work that I had previously been doing whilst living in Mexico around identity. I made a decision in Mexico that it was going to be a really expansive and nourishing time for me, both personally and professionally.

And what that intention did was open the door to all of the things that I desired. It meant that I met beautiful, beautiful human beings, who, you know, soul sisters, people that I would say hi to on the beach and then immediately get full body goosebumps. As my soul recognised that the soul that I was speaking to is somebody from another time, space or dimension that had deliberately, we had deliberately synchronised or paths to meet at that time. That happened a handful of times in Mexico, which when I think about all of the people that I've met throughout my life, the fact that it happened a handful of times in this place where we were only living for just 16 months, it really blows my mind. And through the meeting of these people, I then had doors opened up to me when it came to plant medicine and spirituality and body work, and just many, many glorious things that really opened me up, opened me up, opened up my heart, opened up to opened me up to a new level of receiving.

Now, what is interesting is that it took until 2020 for me to receive what I had opened up in the 3D world. So we moved to Mexico at the beginning of 2019. And I spent this whole year really reimagining how I wanted to work, who I wanted to be, what I was available for. And there were some very tough and challenging times. You know, it was in March 2019, where I have my inverted commas "failed" launch where I hit 30k when I'd been expecting to hit something closer to a hundred. And it was having that experience in Mexico that really made me look at who I was being and what needed to change in order for me to make my stay in Mexico work. I didn't want to be working all of the time. I wanted to be able to spend time with my family, enjoying our surroundings.

I needed to be able to work, even though the Wi-Fi was absolutely horrendous and I wanted to be in the space of expansion. Now what's interesting is although I re-imagined everything and I felt like a different human being, actually that year, I earned less money than what I had done the year before. I could have freaked out, instead when I got to Christmas and I was thinking about what it was I wanted to create, I decided that I wanted to be a seven-figure business owner. Now I hadn't just decided that I wanted to be a seven-figure business owner and therefore it happened. I'd played around with that idea going into 2019, but I didn't believe it. And what's really interesting is that the year before I had joined a millionaire mastermind, and even when I joined, I couldn't say that I thought that I was going to hit seven figures.

I was aiming for 500 and guess what happened? I didn't hit 500. I hit 420. And it wasn't until December, 2019, after doing all of the energetic work after really tapping into some of the things that have been holding me back in a way that I had not done before. It wasn't until December, 2019, that I genuinely felt ready and I declared it. I decreed it and I declared it on video and I felt it reverberate around every cell of my being. I felt the number drop into my energetic field. And I knew as I decreed and declared that I was going to hit seven figures, that it was truth. I was vibrating at that frequency. There was no hoping there was no wishing. There was no maybe, there was no sense of embarrassment. I was just 100% fully in it and there. So I decided, and I meant that decision.

And then my behaviour and the behaviour that I had already subconsciously been adopting from around August of that year, everything led up to me making just six figures short of what I'd made the entire year in January. So that was a very good start to the year. But the thing that I really want you to take from this is that you can say what it is that you want over and over and over and over again. But until you have really decided that it is a non-negotiable, you will not, it is impossible for you to bring that into your reality. It's impossible. The other thing that I really want you to take from this is that my behaviour, although I hadn't vocally declared it, my behaviour from about August 2019 was the behavior of somebody that was going to hit a million. And you could see it from the way that I was investing in my mentorship. You could see it in the way that I was turning it up, and I was interacting with my team. You could see it in the way that I was pre-planning my year's activity for 2020. Even as far back as August, I began to adopt the identity of somebody who was going to hit seven figures. And then I started decreeing and declaring it. And at that point we got really real. And so we are now in the last quarter of the year at time of recording, this perhaps it's just over 60 days left and I have an invitation for you. And that invitation is to really think about who it is that you need to be. What is the identity of the person who has already achieved what it is that you want to achieve in 2021. And if you don't know what it is that you want to achieve in 2021, let that be the first step.

What do you want? What do you want personally? What do you want professionally? What's the impact that you desire to have next year? What do you want and write all of those bad boys down. And I encourage you to look at what you've written down and ask yourself does that feel stretchy? Is it a stretch? And if it's not stretchy, I want you to ask yourself why, am I not looking to go beyond my comfort zone? And then I want you to ask yourself, what would I write down if I was prepared to go beyond my comfort zone, what would you write down on the invitation? The dare is to do the thing that feels stretchy. And if when you say it out loud,

you don't quite believe it. There's your work. There's the work for you to identify, what's the story? What's the limiting belief? What am I telling myself about my worthiness, my deservingness, my ability, my skill set? What am I saying to myself that is stopping me fully embodying this goal as already mine, and then do the work required in order for you to release that, knowing that you can do the two things simultaneously. So as I step into building a multi-million pound company next year, I would love our revenue to hit 5 million. I know that I'm not quite there yet. I know that there are stories that say that level of growth is too big, too quickly, and you're going to need to slow it down and X, Y, and Z. And so whilst all of my actions right now come from the place of being the person who has a 5 million pound company. I know that energetically and mindset wise and infinite possibility wise that there are blockages in my field. That means that that has not been quite yet embodied. And you know what I say to that, is who cares? And the reason I can say who cares is because if I take action from the place of being the person that has a 5 million pound company, but energetically I'm blocking myself, guess where I end up? Hello 3 million, hello 4 million. And am I going to be disappointed with that? No way. Why? Because it means I will have made 3 million pounds worth of impact in this world. It means that I have potentially made 4 million pounds worth of impact in this world. You know, the income is always a reflection of the impact that you desire to make. Let me correct myself. The income is a direct reflection of the impact that I have made in the world. And so I get to be the person when I act from that place of being the person that has a 5 million-pound business. What I'm really doing is I'm getting to be the person who is acting from a place of making 5 million pounds worth of impact into the universe. And so from that vantage point is where all decisions are made. How does this help? How does this serve? How does this get to be in alignment with that vision? And I get to start thinking about that today. Not on the 1st of January, not on the 31st of December, not on the 10th of December. I get to start thinking about that today. Who do I get to be? Am I meant to, when we talk about this she says, how do you think? How do you feel? How do you act? How do you talk? As that person who has already stepped into that has already created that. And immediately when you start to adopt that, taking this seriously, that's how you get to immediately start to collapse timelines.

I started acting as a seven-figure business owner in August 2019. And by August 2020, I was a seven-figure business owner, having more than doubled my income from the year previously. And in terms of sales, had tripled my income. Crazy! And it comes down to first adopting the identity, being that person. So my question is, is what do you want for 2021? Is it stretchy if it's not stretchy, stretch it. And then ask yourself, who do you get to be? What is the identity of the person who already has that thing nailed? Who's already been through the trials, the tribulations, the ups and the downs and everything that comes with you, hitting your goal, who is that person and how are they different from the person you are today? And as soon as you have worked that out, you then know exactly what you get to do when it comes to making your decisions.

From this point onwards, from the moment that this podcast episode finishes. It's exciting, I hope that you feel excited by this prospect because stepping into this has the capacity to change your life. No joke. If you have loved this episode, I would love for you to tag me on the gram, leave me a review over on iTunes, just sharing with the world, what it is that you get out of this podcast, or what you got out of this episode, I would deeply deeply appreciate it. And if you know that part of the work that you have to do involves upleveling your business, upleveling your income, and working with a higher calibre of client, you should

come and join me for my five-day free coaching series, which is all about the art and science of creating and selling high ticket offers. This challenge we first ran in August 2020, and it was incredible. And I would love to invite you to come and play with me again. So at the time of recording this, we will be going live with the coaching series on the 9th of November, and you can come and find out all about it in The Quantum Success Hub for Female Entrepreneurs over on Facebook. Right my lovely, I will see you next time. Please remember that...

**Faith + Action = Miracles.**