

The Limitless Experience Podcast

How to create more ease in your business

Transcript

So my question is, are you willing to commit to allowing it to be more easy? And I genuinely believe that this is the same whether you are looking to make your first 5k or scaling up to seven figures.

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.

Hello hello, you gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast and I am your host quantum transformation and embodiment coach. Can you imagine me with my hand on my ear, I've got like angry face, haha. Get her away from the microphone now. I want to give you a quick and dirty one today. And this episode is all about letting it be easy. What if you just decided to allow it to be easy? Possibly one of the most irritating conversations that I have ever brought up with you, but hey, what I'm I here for if it is not to pressure buttons and to get you to see things differently. And I think for a long, long time, I was wrapped up in the idea of it needing to feel like hard work. And if it didn't feel like hard work, then it wasn't valuable.

And this comes from seeing my parents work really, really hard the whole of their working lives. They worked exceedingly hard and actually what I observed with them is that they worked hard and were not well rewarded, but we were happy as a family and we had what we needed. And so I think that I grew up believing that it was absolutely imperative for you to have a good work ethic and having a good work ethic meant working hard. It didn't necessarily mean that you were going to get awarded well financially, but you would always have just enough. You'd always have just enough to survive. You'd always have just enough to get yourself over the edge. And so really that is what I bought into entrepreneurship with me. I mean, and it's interesting cause I'm, as I'm speaking, I'm contemplating whether my old bosses would say that I had a good work ethic. I mean, I think that I did, I've worked since I was 14 years old. And I say that with a little bit of pride, a little bit of polishing my own trumpet.

It's really important to me that my kids also grow up working. Like I want them to understand the concept that when you put something in intention and energy, you get something out. And it's soo interesting because I know that whilst that is true,

this idea about it needing to be hard work is not particularly helpful when it comes to leverage and moving out of the job mentality to working for yourself. So here's what I know for sure. I don't know whether my bosses would say that I had a good work ethic, but what I loved growing up in a sales environment, growing up waitressing, where you got rewarded for what it was that you did. If you gave me a target, I'm going to hit a target. You know, I'm going to make the calls. I'm going to have the conversations and we're going to hit the target.

That was really my attitude, which my boss has appreciated. When I came to work for myself, I used that same work ethic to get my business off the ground, which was super helpful. I think that too many people come into it thinking that it's going to be a walk in the park. And if it doesn't feel like a walk in the park and it hasn't happened to them in a couple of months that you're doing something wrong and you are not. It takes, I want you to imagine it being like a rocket and that amount of energy that you put into your business at the beginning, which can last for a year or two and for some people longer. That energy at the beginning is what is required in order for you to take off and have enough momentum to keep on going. However, I genuinely believe that even though intention and energy are required in the beginning, a lot of the time people are making what it is that they need to do so much more complicated than it needs to be.

And they're making it way more difficult and they're making it way harder for themselves than it needs to be. It does not need to be difficult. It takes energy, it takes persistence. It takes consistency. And some people may view those things as hard work. And I don't have a thing against hard work. I do have a thing against making it over complicated. So the most powerful question that you can ask yourself and the question that I asked myself really throughout the whole of 2019 was how can I make this easy? How can I make this easier? And for me often when I'm making it easy and easier, I'm getting way more joy out of it. It doesn't need to be complex and detailed and have 500 steps for it to be worthy or for it to work. You know, I once heard somebody say that the simpler things are, the easier it is for you to make your money from them.

And just recently I was doing some research into cryptocurrency and looking at hard drives and people. What I read was that the more simple the system, the more difficult it is to hack, the more complex as a system, the easier it is for people to hack. Now, I've got no idea why that is, but the same theme runs across, the easier that you can make something, the easier it is for you to show up and put the energy and intention and the consistency into it. So what can you make more easy? What can you give yourself permission to release? Where can you give yourself permission to allow more ease into your life as a whole and generally, and often that means just asking for support. Often that means letting something go. Often that means asking yourself what is really necessary in order for me to get the result that I desire.

And in that question, you create the space for the ideas, the inspiration for you to either release something or what it is that you need to do, switch, pivot, adopt in order to create the thing that you want with a hell of a lot more ease. But it starts with you asking the question. It starts with you refusing to tolerate anything, feeling or being complex. Either delete it or delegate it, if it feels complex, because the amount of time that I know that you are spending trying to work it out, is a bad investment. If you think that everything that you do is an investment and your time is the most high value thing that you have to invest in anything. If you're spending hours trying to work out some complex thing, you're making a bad investment, stop doing it. Find somebody who is where it's their area of expertise and pay them to do it for you.

And I hear you saying, what if I don't have the money to pay somebody? And I would argue that the time that you are spending, trying to do something that is not in your zone of genius, the time that you were spending on doing something that is going to take you hours is time that you could be out there creating content and asking for the sale. Asking for the sale is going to pay for the person to do the work that is holding you back from being visible and getting in front of your dreamboat client. How is that? Can I get an amen? So my question is, are you willing to commit to allowing it to be more easy? And I genuinely believe that this is the same, whether you are looking to make your first 5k or whether you are scaling up to seven figures.

Like I said, the whole of 2019 I was asking myself the question, how can I make this more easy? You know, the year before I cracked seven figures. So please don't think that this is not relevant to you. It is. It absolutely is.

Okay my loves that is it for me today. I hope that you have loved this episode. If you have, hit me up on iTunes, if you have not done it yet, you know, I love a tag on Instagram. And depending on when this is going live, we have got a cheeky little challenge, mini course called let's get visible. That is happening kicking off on the 14th of December. So if you are available and you know that your dreamboat client needs to see more of your beautiful face and your dulcet tones come and play in the let's get visible mini course. You can find all of the info at suzyashworth.com/visibility. And I promise you, I'm going to make it easy for you to show up for five days straight that are going to set you up for a cracking Christmas and really leave you in a beautiful place to be kicking off the new year with a bang. So that is suzyashworth.com/visibility. And remember that faith plus action equals miracles.

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