

The Limitless Experience Podcast

Number 1 mistake you're making when it comes to increasing sales in your business Transcript

Suzy ([00:02](#))

Selling the damn thing. You are running into objection after objection after objection. And it does not need to be that way.

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 hello you gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I am coming in hard with one of the biggest mistakes that you are making when it comes to building an audience who are actually ready to buy from you.

([01:26](#))

I see this again and again and again, and I am not lying, it drives me insane, insane in the membrane. Do you remember that song? And yeah, it all comes down to priming. I think that a lot of the time, not even I think, I know I see it. You're not prepping your dream book clients for the next step at all. You are either going in with the sale way too quickly "buy my stuff, buy my stuff" or you are over teaching so that they feel that there's nothing else left to learn. Even if you say I've got 755,000 more steps for you, they're not interested because they are trying to deal with the thousand steps that you have just given them. And so when it comes to actually selling the thing, you are running into objection after objection after objection, and it does not need to be that way.

([02:43](#))

And I cannot emphasize enough how really 85% of what you are doing and how you're showing up in your Facebook groups, in your master classes, whatever mechanism that you're using on your social media, should be prepping people for taking the next step. And the really beautiful thing about this is that that doesn't mean that you aren't giving them value. It doesn't mean that you are always selling. It doesn't mean that people are always eye rolling, waiting for the next thing. What it means is that you are really taking your dreamboat client from either being very aware of the problem and showing them why they are in this current position in a way that they haven't heard before. That's where the new nurse comes in, showing

them why they're experiencing the current situation in a way that they haven't heard before, or you're highlighting the problem by meeting them where they are at.

[\(04:03\)](#)

So meeting them at where they think the problem is, and then you're educating them about why their problem is actually just a symptom of a much bigger problem that you have the answer to. That is how you are really getting your dreamboat client ready for the next step. And when you're smart about how you do this, what it means is that you get people saying, I need you to help me. Oh my goodness. I've never looked at it like that. Oh, wow, this was a trip. You have just taken me around and around and around. And now I'm actually getting it. For the first time in my life I understand why I'm hitting my head against the brick wall. Please, can you help? It is all about the priming. And if you are consistently showing up and getting people telling you that they love your content or getting people just ignoring your content, because it sounds the same as everybody else, you are not using this P of my five P system effectively enough to stop the scroll and get people going.

[\(05:28\)](#)

This woman is on to something. This person is onto something. Let me at it. I got to know more so prime prime, prime, prime prime, please. For the love of God, this episode is exactly what I am talking about. I know that for a lot of you who are listening to this, you'll be like, oh my goodness, I haven't heard someone talk about this in this way before I need to know more. And if you're like Suzy, stop messing about, give me more, then you need to come and play with me in my creating irresistible copy that oozes with personality so that you can attract more of your dream boat clients workshop. Yes, I've got a brand new messaging workshop that is coming up on the 15th to the 19th of March. And we are going into this in depth. So check out my link, which is <https://suzyashworth.com/messaging-workshop> so that you can come and play with us.

Faith + Action = Miracles