

Limitless Life Experience Podcast

How I manifested 30K in 15 days

Transcript

Welcome to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth. I'm a mum of three, a multiple-six-figure serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you 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, gorgeous human being! Welcome back to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth. I cannot lie – I am feeling so fricking pumped right now to share with you this podcast episode, which is all about how I manifested £30,000 in just 15 days.

When I first started talking about this, it was on Facebook and, I'm not gonna lie, I felt really vulnerable sharing a money post because it's not something that I have typically led with throughout my time in business. It's not that I have an issue with it. It's not that I have an issue with women talking about money or coaches talking about money, but generally speaking, my dreamboat client is motivated by *impact*. The money is a happy by-product of what it is that she's doing, which is making a huge difference in the world. So it's never felt hugely necessary to be like, 'Oh, I've earned this this month', or 'I've earned that this month'. I often do a breakdown of my launches because I think that that is interesting for people to see, but I don't generally talk about money.

So I felt very vulnerable in leading with that for this post. But as always, when you come to something from a real place of intention... and I'd started writing this post a couple of times and was getting blocked, feeling stuck... and in the end I just wrote out, 'What's the message?'. I wrote that on my Google Doc. And from asking that question, the whole post just came straight through me. It was written in 10 minutes and I had it up on my Facebook page. And of course the response was exactly as I had intended it to be, which was people who felt called to reaching out to say, 'Let me know about these last two spots in Sales School, this is really speaking to me'.

So I thought that rather than just leaving it on the page, I would break it down a little bit further for you in this podcast episode.

You will have noticed that I use the word 'manifesting', or 'How I *manifested* £30K in 15 days'. So for those of you who are new to me, I am very much a believer in manifesting magic and miracles. My saying is 'Faith + Action = Miracles', and what I am famous for is really marrying a very pragmatic, practical action-taking stance with the less tangible, intuitive, spiritual, feeling stuff, and layering those two things together to create magic and miracles in our lives. And I honestly believe that that is what happened with the £30K in 15 days.

How I did it was very, very different. The reason that this was special was because I don't think I've ever earned that amount of money in such an easeful, graceful and stress-less way. I really, really allowed it. So this is what this podcast is about: me breaking it down.

For those of you who are not familiar with the word 'manifesting', for me, the way that I define it is that it is the process of creating your own reality. It's something that I have been very conscious

about for, for sure, 20 years, but being way, way, way more intentional about it since I started my own business, which was about 5 years ago. That's when I really, really got serious about what it means to create your own reality. I think that for the majority of people in business, whether you call it manifesting or something completely different, whether you are woo or really super pragmatic and super practical, in order for you to create your dreams, to turn your dreams into reality, you have to be somebody who has a vision and you have to have faith in that vision, and that faith causes you to take actions. And taking repeated action, again and again and again – that's what 'repeated' means! – is the thing that creates the miracles.

What's really been beautiful, that I've been unpicking and unfolding and just leaning into, is that those actions do not need to feel hard. Those actions do not need to be in my masculine energy, where I'm pushing and I'm forcing it. I can actually lean into the feminine and allow and create and allow these things to move through me, which is exactly what has happened with the £30K in 15 days.

The first thing that I did differently over this period was I went against all of the rules and all of the structures that have really got me to where I have got to in business to date.

So, to date, over the last 4 and a half years, I sold £800,000 worth of products and services, and I have *pushed* to bring that income in. I'm not saying that it hasn't been fun and I haven't enjoyed it, but I've been *grafting*, I've been *working*, there is nobody, when I first started my business, that was outworking me. I was up until 12-1-2 o'clock at night, creating content, making workbooks and doing the stuff that I needed to do to get my name out there and my business's name out there. I was doing that, and I am really happy to have got myself and my business into a position now where I have a team of people who are able to support me. But what is interesting is that up until now, I've just been getting the team to do exactly what I've always done. But what's interesting about the online marketplace right now is that it's changing. Speak to anybody who has been in this business for 4, 5 years or more and everybody will say the same things.

The things that worked 10 years ago, 5 years ago, are not working in the same way as what they used to do. And that's because our clients, our potential dreamboat clients, are tired and they are being bombarded with different messaging, different secret formulas, different ways to 'hit it' left right and centre. So to turn up and say, 'I'm going to do a 5-day challenge and I'm going to guide people with this challenge and then I'm going to get a 10% conversion rate', which is what was happening when I was first running challenges, is now unrealistic. You can still have very successful challenges, don't get me wrong, but the way that you execute them needs to change. Your messaging within those challenges needs to take people on a different journey. It needs to be more in depth to deal with the level of sophistication that the online marketplace is now bringing to marketers and course creators and service providers, and not everybody is catching up with that yet. So that's one reason why we need to be doing things differently.

Another reason is this. I had just done, a few months back, a launch where I'd taken people through the process and I hadn't got the result that I wanted, and that process felt hard. It felt heavy. Again, I had to *really* push, and that did not feel good to me. And you know what they say about insanity – insanity is doing the same thing over and over again and expecting to get a different result. I made a decision that I was going to do things differently and I didn't know *how*. And what's interesting is that when you get into that space of knowing that you want to do things differently but not knowing *how*, the first thing that you do is look up to see what everyone else is doing. But this gets you in the

shit. It gets you in the shit because it takes you out of your heart and into your head, and you are only seeing the tip of a very big iceberg.

So whilst Stu McLaren might be launching to a three-part video series and making \$5 million from a single launch, what you're not seeing is the 6 months' worth of content that he's been creating, week in, week out, week in, week out, building people up and preparing them for this one and only launch of the year of that particular product. So you cannot look at the tip of what somebody else is doing and think that you understand what all of the inner workings are. That's a mistake that I see a lot of people making.

What I knew to be true – cos I was in a huge time of travel when the idea for Sales School with Soul was born – is that I wanted to create a new product that felt really aligned, that was not going to require me spending hours and hours and hours creating content beforehand because that felt really, really stressful, and I wanted to do it in a way that felt easy. I wanted to do a... I didn't even really want to call it a launch, but that's what it was. I wanted to do a mini beta launch so I could start testing new ways to bring products to market. At the time, my head was saying, 'Throw everything at it, but just do it a bit differently'. So we were going to have a Facebook group, and I was going to create emails, and there was going to be a sales page (we did have a sales page in the end). There was going to be me doing lives every week and then there was going to be a whole story series – all of the things!

In my role now in my company, my jobs are supposed to be content creation and coaching. And so as I was talking this through with my integrator, it felt good actually. It felt exciting because I was excited about the product, and the process and how we were going to pull it all together felt really, really good. But as I got to the end of my travelling and as we were starting to talk about it and creating content around it, it no longer felt good. I saw that they had created a Facebook group and people were being invited to the Facebook group and I just felt like, 'heavy', like 'I don't want to be in that Facebook group every single day, building momentum every single day, answering loads and loads of questions, all on sales, every single day, for the next month', like 'That doesn't feel light, that feels heavy'. And so they created the group, people had been invited, people were inviting their friends and I just sent a message to my assistant saying I need the group shut down.

And I think that that was a little bit like, 'Um, what's going on?'. And then the next thing was the opt-in page and 'We need content for the opt-in page, what are we going to write and are we going to be writing four different opt-in pages for four different workshops? Are we going to do one opt-in page and have four different workshops on the one opt-in page and duh, duh, duh, duh, duh'. All of these questions being fired at me about what we were going to do content-wise for this landing page to let people know about the four workshops I wanted to create. And again that felt hea-vy. I am here in Mexico for the next year, maybe a little bit longer, who knows, to spend time with my family – and I love my integrator because she always reminds me of this as soon as I start kind of going off on one about all of the things I want to create. I did not want to move away for the year and spend the whole time working and creating four separate opt-in pages or creating one opt-in page where I had to make it really simple for people to understand what it was that they were opting in to. And if you have an opt-in page, that means you need to have a thank-you email, and if you're having a thank-you email, then you should really be emailing people every week to let them know what's coming up. All of a sudden, this new project did not feel easy, did not feel light, did not feel anything. *And* I had been in Denver and I was going to speak at an event, and I was going to be

hosting my Barcelona retreat. I had all of the things just lined up and not very much time and not very much space.

So I made a radical decision to can the opt-in page. I wasn't going to collect email addresses. Totally against the rules! If you're going to be creating amazing content, then you should be collecting email addresses so you've got people to follow up with. I didn't want to do it, so I didn't do it.

Then I just started creating posts. I'd created some pre-prepared posts, which were okay and, interestingly enough, did not get a huge amount of engagement. And I started tuning in to what it was that I wanted to say. And I started tuning in to what I felt my dreamboat client needed to hear in order to take action. And I started creating social-media posts that really came from the heart. It was very interesting to me that even though these posts did not necessarily get the highest engagement, these were the posts that had people reaching out and messaging me saying, 'I'm excited. Tell me more. What is it that you're going to be doing?'. And that's what I noticed. So I had all of this going on for Sales School with Soul, and to bring that out, I simplified, I got rid of the landing page, I didn't collect email addresses, I didn't have a huge lot going on on social media. I just had four workshops, which ended up being three because wifi let me down one day, and I hosted those workshops live on Facebook. Rather than being traditional webinars, I did them as masterclasses. They were proper classes, where I was teaching, and at the end of me teaching, I just said, 'If you are interested in Sales School with Soul, go and check out the sales page or hit me up with a DM'. So I simplified everything. I gave lots of value and then I asked for the sale.

The other thing that I did is I gave myself permission to be selling more than one thing. You will notice that often – well you probably won't notice cos you don't know what's going on in my head! – but often the messages that I share with people are messages that I have to hear for myself. I frequently include affirmations on my Instagram stories and one of the affirmations that I included at the start of this process was that 'it's safe for me to sell more than one thing at a time if I choose to'. And interestingly enough, that affirmation got one of the biggest responses in my DMs, with people saying, 'Thank you, I'm allowed to sell more than one thing', because we are told frequently, again and again and again, that we should only ever be selling one thing.

And I get it. There are extremely successful people who are earning millions of dollars, millions of pounds, that have focused all of their attention on one thing. They've gone all in on it and that is how they make their money. But here's a little secret. There are also other people out there who are making millions of pounds and millions of dollars who are selling a different thing every week or a different thing every month. What remains consistent is them selling.

Now I think that there is a middle ground here. I think that when you are starting up and you are trying to build momentum, it is very difficult to only be selling one thing and be earning the amount of money that you need to be earning to live a life. For many people in many cases, not everyone – if you're lucky enough to have lots of savings in the bank or a partner who is able to support you, then you can absolutely spend your time honing, refining one particular service or product and just going all in on that.

For a lot of people, the time it takes to build up the momentum on just one thing is too much time. It takes too long for them to only have one focus. So to have a different product line, that you can talk to a different audience with, can be useful. What I always advise is to not try and split your time evenly. Focus on the product or service that is going to move the needle the most. So use like 80% of

your time on one thing and then 20% of your time on a secondary product. Now that is totally *not* what I did during the 2 weeks I manifested 30K! I didn't. I had just come off the back of a retreat, so I was also selling retreat spaces. So I was selling two things at the same time: retreat and Sales School with Soul. Oh and I also had my evergreen Message Mastery product that is always on sale and I was also receiving money from ongoing clients.

So I had four different revenue streams, which were all working together to allow me to manifest that income in just 2 weeks, and having two new things to sell – the retreat and the Sales School – really contributed to that high increase in numbers. So selling more than one thing for me felt good.

The other reason that it felt good is because I felt good about it. That might sound like a silly thing to say, but if you are judging yourself for having more than one thing to sell, if the internal story that you're saying to yourself is 'People are going to be confused because I'm selling this one time and this one time', then people *will* be confused, because that's what you will be telling them. That's the energy that you will be emitting. So even if you're not saying it directly, they're feeling your energy of confusion and befuddlement in your messaging. So you first have to be okay with having more than one thing to sell and then sell it.

What I would say does not work as well in my experience is if you have two completely different niches. So I used to have the birth world, where I would be targeting mums and teachers, and then I also had business stuff. So if I have one channel and I'm trying to talk to mums about their pregnancies and then teachers about joining The Calm Birth School and then business owners generally about their messaging, then that is confusing because I'm trying to talk to three different audiences.

For me, what I have are several different products and, depending on where you are in your life and in your business, those products – each individual product – may be appropriate. So I'm not changing the target audience, I'm not changing my niche, I'm just changing the offer. So really bear that in mind.

The other big thing that enabled me to create this was really coming at it from a place of service. I was asking myself daily, 'How can I be of service today?'. Not 'How can I get more clients?', not 'Am I going to get the sale?', but 'How can I be of service?'. And that's huge. I believe that people felt that. I felt that people were tuned in to the fact that each post I was creating was like a love letter to them saying, 'I know who you are. I see you. I feel you. I am you'. That's such a templated thing to say, so I don't say it, but I embody that in my messaging, and people *feel* that without me having to spell it out. So I really encourage you, regardless of what your financial goals are, to be asking, 'How can I be of service today?'. Big one.

Then the final thing was: I envisaged my clients coming to me. I knew who she was, I knew what she felt like. I knew what she was going through and what she was experiencing, and I saw her joining me, and I saw her saying, 'Sign me up!'. I saw her coming to me. What was interesting is that I had people that approached me that were not dreamboat clients and not ideal, and for those people it was really easy to say, 'No, I don't think that you're right'. But for the people who I was absolutely connected to, the people that gave me goosebumps, I also did not try to use any sales psychology on them. I just said, 'Look, this is perfect for you, you should sign up'. And if it wasn't a 'hell yes' from them, that was on them. For me, showing up with a heartfelt connection wasn't about the takeaway

close, it was about really connecting with people and saying, 'Yeah, I think this is for you', or 'No, I don't think it's for you'. And through that is how I created my £30K month.

So this may be different from usual manifesting stories, but this was the truth. I went against all of the rules and decided to only do what felt really good, felt really light and felt really easeful for me.

So, summing up:

- I simplified.
- I gave myself permission to sell more than one thing. And newsflash: if you want to bring in more money than what you brought in last month, you will need to sell more than what you did last month. Whether that's you personally or you setting up an automated funnel or something completely different or having a sales team working on your behalf – it doesn't matter. But if you want to earn more than what you earned last month, you need to sell more than what you sold last month.
- I came at it from a place of service. So 'How can I be of service today? How can I help these people today?'
- I really visualised, and for me, visualisation is not seeing so much in my mind's eye, but it's *writing*, writing it down. I do a lot of journaling: journaling around the blocks – what would stop me from receiving this – and also journaling on what it is that I want to create.

I will do a whole other podcast on the specifics of manifesting generally (that's so funny! How can I do a podcast on the specifics of generalities?! But that's what I'm going to do!) because there's lots of different steps that you can embody, but I just wanted to nail this out.

So that is how I did it. It wasn't messy, it wasn't complicated, it wasn't full of push (and I want you to know that if I can do it, you can do it too), and obviously from a very, very practical perspective, great messaging and asking for the sale. So if you want help with that, please go and check out my [How to Master Your Message masterclass](#). It's super, it's juicy and it's available right now.

If you have loved this episode, please tag me on social media. Let me know that you have listened so I can share you on my Instagram. And again, I'm breaking all the rules by giving you lots of things to do, but if you want to give me a little bit of love on iTunes, I will be selecting one person for a 30-minute laser coaching session per month when you give me your love. So get lovin' hard on the iTunes if you're getting value from this, and please remember, Faith + Action = Miracles.