

## Limitless Life Experience Podcast

### How to get over overwhelm

#### 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, you gorgeous human being. Welcome back to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth.

If I haven't said it to you recently, I just want you to hear me when I say I am so, so grateful that you are back here and this space listening to my voice and your earbuds, this time. It is amazing to me the connections and the community that I have built up over the last 5 years and it feels incredible to have this opportunity to be doing it again with a new platform. When people invest in my programmes and services, they get added to a group called the F.A.M Tribe (F.A.M stands for Faith Action Miracles) and it's where we make our magic. For me, this podcast feels like a beautiful extension of that. It feels like you are an honorary member of the F.A.M Tribe. I am just as invested in your success and you creating a life that you're able to live without limitations as I am in people who are already in my programmes. So thank you, welcome, and anything that I can do to assist and serve, then shout, shout it loud because I am here to help, which is what this podcast mini is all about.

I hear this a lot and when I'm not being truly conscious, it's easy for me to slip into this state of mind... what I'm talking about is overwhelm. So the question that I get is, 'Argh, Suzy, I'm feeling overwhelmed. How do I deal with all of this stuff?' I want you to hear me when I say that I get it, as a mum of three, a wife, a dog owner and somebody who wants to also live life for me and it not just all be about work and not just be about the kids, you know, somebody who has multiple different courses and clients and just a lot of things going on, if I'm not being super conscious, it's really easy for me to feel overwhelmed.

The impact of that feeling is usually procrastination, usually feeling like I can't keep up. Often that will result in me being irritable with my husband and with the children and often beating up on myself like, 'Why can't I be better? Why aren't I a better human being? Why am I still going round in circles like this? Why haven't I learned?'. I'm sure you know the script.

One of the most confronting things that somebody ever said to me about overwhelm that I was a bit like, 'Fuck you!!!' is that overwhelm is a *choice*. And I was like, 'I'm not choosing this! I am not choosing this right now! This is happening *to me!*'. I realised (I don't know whether I realised it at the time or some time afterwards) that as somebody who believes that I am the creator of my own reality, that does not mean that I can stop negative things from happening to me but how I choose to perceive those things, whether I choose to observe the *gift* in those things, is absolutely on me. And if I believe that, then the overwhelm that I am experiencing is just how I'm choosing to perceive what is going on in this current moment. It's how I'm choosing to show up in that current moment that is creating that feeling. And that's kind of irritating. I know it is because that puts the responsibility on *me*. And when you're in it

and you're feeling the overwhelm, we don't want any more responsibility. We are feeling like we've got it all on our shoulders, we are weighed down with all of the responsibility. So being handed that on a silver platter isn't usually the thing that makes us feel good, but when you're able to take a step back and think about what it is that you want to create, think about who it is that you want to be, do I want to be the person who takes responsibility for my life and the creator of my reality, or do I want to be the person who allows life to happen to me, where I am the victim of circumstance? The thought that feels the most empowering by far is to be the person who takes responsibility and the person who is the creator of my own reality. That mindset shift is really useful in terms of stepping out of that feeling of almost being suffocated – like there's just too much weighing on your chest. So that's the first kind of mindset shift that's super helpful.

On a very practical note, getting all of the things out of your head and onto paper is really useful. Whether you choose to do that on your laptop or whether you are old-fashioned like me and like a journal and a pen, get it all out of your head what it is you think that you need to do (notice that wording is very deliberate: *think* that you need to do). The truth is 95% of the time, when clients come to me and tell me all of the things that they need to do, we can scrap at least 70% of the things that they are saying are the most important things. Not everything is the most important thing and so here is where the importance of stepping back once again and looking at the bigger picture is.

This is what coaches help you do. This is what your mentors help you do. It's really easy, when you've got bills to pay and kids to look after and clients to look after and courses to write and marketing and all of the things, to kind of just get all up in your head. You're in it, you're in the weeds, you're doing the business, you're doing the work, and what a coach or a mentor can help you do is take a step back and help you look at the bigger vision. 'What is it that you said that you wanted to achieve this year? What are you going to feel is a success when you look back at this year in 5 years' time?'. Based on your answer, that is how you prioritise what it is that is on your plate. Most of the things that you are doing, you are not going to consider important in 5 years' time, and what that might mean is you delegating to other members of your team. If you are not in a position where you have a team right now, that might mean you making the tough decision to just say, 'I'm putting this on ice right now. This is *not* the focus for the next week or month or year'. Or maybe you break it down and you say, 'This is not the focus for the first 3 hours of my day. What I'm going to choose to focus on is the thing that I know in a year's time I'm going to look back on and say, "This is the thing that changed my business, this is the thing that contributed to me leaving a positive legacy, this is the thing that enabled me to create a deeper level of impact, to accelerate the speed of my business"'. Those are the things that you need to be prioritising.

So what type of things would they be? As a coach, your priority has got to be your clients and making sure that you are serving them to the highest level. So one of the things I recommend my clients do is batch. So you're doing all of your calls in... I like to spread mine out over a week, although I am seriously considering condensing that to a couple of days, which means that it's very full on when you're doing all of your client calls at the same time, but then it creates space for creativity and marketing and sales and all of that other good, juicy stuff that is important.

So, number 1: looking after your clients and doing the work that you need to do for them.

Number 2: selling, revenue-generating activities, whether that is putting out a post and saying, 'DM me', or emailing your list and letting them know how they can work with you, or making sure that your Facebook ads are working correctly. There should be some kind of sale. There should be some kind of

sales conversation that is happening *daily*. If it's not and you're not earning the money that you want to be earning, that's a big reason. You're not having those sales conversations.

Number 3: adding value to your community. Whether that is free or whether that's a webinar or a workshop, knowing how you're adding value on a daily basis is important.

And then number 4: what else is on your list? What is going to make the biggest difference? Are you somebody that needs to be having deeper conversations with your accountant and getting your finances in order? Are you somebody that needs to be creating course content? Do you need to be creating space so you can think about 'What's the next step in my business?'

Write everything out and then prioritise based on what are the things that are going to move your business forward and feed into the bigger vision that you have for yourself. Then you need to do it yourself, delegate it or delete it, the three Ds.

If you are wondering, 'Is this something that I can delete?', then please come and post on my IG feed, come and hit me in my DMs, and ask me, 'Is this something that I can delete?' and I will tell you. I want to help reduce the overwhelm so you can do the things that are going to make the biggest difference in your business and in the world. So hit me up, I am here for you.

If this has been of any value at all, please leave me a review on iTunes and tag me on Instagram to let me know what you are doing, deleting or delegating. I would love to hear the changes that you are going to make after listening to this episode, and please remember that Faith + Action = Miracles.