

## Limitless Life Experience Podcast

### The biggest mistake I made getting to £469K in revenue

#### 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! I am so excited to welcome you back to the Limitless Life Experience Podcast and in this episode I am getting down and dirty with the nitty gritty.

I just want to set the scene for you a little bit because I am currently in a beautiful office in Puerto Escondido, where I am currently looking out to sea. There are two boats, just kind of a little bit forward from the edge of the horizon, the sky is blue and I am feeling the vibe!

It feels great to be able to share with you what 'limitless' looks like and feels like in action. I want every single episode to just give you that little nudge to take the next step, to really honour those feelings, that calling, those whispers that you are hearing and maybe trying to ignore on a daily basis that say you *can* have the thing that you desire, you *are* ready to take the next step, and even if you *aren't* ready to take the next step, if you do, you *will* be rewarded beyond your wildest dreams.

So I hope that that little glimmer of an insight into where I am right now either gets you feeling a little bit like, 'Oh, that's not fair!', or 'Yay! I want a piece of that!'. Either is perfectly great. Either will serve you if you tune in. As I said, it's simple: listening to the voice that says you can have whatever your version of limitless is if you just take this next step.

So without any further ado, I am going to jump right into this episode. I feel great, actually, about starting with an episode about my biggest mistake. I think that this is because as coaches and people with audiences and people who look to you for advice and clarity and confidence, it can sometimes feel scary saying, 'I haven't got it all figured out' because it's like 'My business is having it all figured out', right? The truth is that we are all on a journey and we are all learning and we are all messing up all of the time, and anybody that tells you that they are not has a lot of work to do.

So I'm coming to you today from a place of knowing that I have got a *load* of work to do, whilst acknowledging that it is all okay and that, for the right person (maybe that is you right now), where I am, all of the messy brilliant of it, is exactly where *I* need to be to help *you* right now.

So we are talking about my biggest year in business, where I set the intention last year to double my impact and double my income. Whilst it is more challenging actually to measure impact, your income (at least the way that I create products and package products and put them out to market) is a good indication of that.

In 2017 I grossed £223,000 worth of sales and in 2018 I hit the £469,000 mark, and I like to massage my ego a little bit and say that's half a million dollars (it's more than that, actually), giving myself a little bit of a pat on the back. Now the biggest mistake that I made in getting to that figure is something that I *do* have a little bit of guilt, a little bit of embarrassment, about sharing with you because it's something that I talk to my clients about all of the time, and that is **tracking my income**.

So here's the thing, guys. By the time I *did* take a look at my numbers, which was I think literally on the 31st of December, it was a surprise to me that I'd hit my target. I thought that I was way out, and this had been a problem for me throughout the year and had created a lot more stress and anxiety in running my business and living my life than it absolutely needed to. And it's just something that in 2019 and to date I feel that I have been so much better – not perfect, but sooo much better – in terms of looking at my numbers.

What you will hear from me when we talk about money in any of the programmes where we have money on the agenda, is I will talk about the importance of tracking it, ideally on a daily basis, because what we focus on expands. Whenever we are feeling tightly pinched, whenever we are worried about our income, the first thing that we naturally want to do is bury our head in the sand and not look at the numbers. I have heard opposing things around focusing your attention on the things that lift you up, choosing not to focus your attention on the things that depress you and what we focus on expands and it's like, 'Oh, what do we do?!'.

Now, here's what I know for sure. 2018 *should* have felt like, 'Whoa, I am absolutely killing it!', but what happens as your business grows, it's normal for your expenses to grow too, so I had a lot of money flowing in and a lot of money flowing out, but because I wasn't tracking my money on a daily, sometimes weekly basis, I was wildly aware of all of the money that was flowing out and not aware of the money that was flowing in. If I had been tracking, it would have created so much ease, so much more expansiveness and I believe more abundance because I would have been focused on, 'Wow! Isn't this amazing how much is flowing in to me? What we focus on expands!' Whereas my focus was on, 'Shit, man, I've got expenses of £15,000 a month! Like, whoa, that's a lot!', you know? It's okay for the size of business that I have, but I wasn't aware of that at the time. I was still operating on 'Suzy 223,000', 'Suzy 2017.0' mindset.

Where I was lucky is all of the other stuff that I was doing kept the momentum and kept the flow of my business going. So here's another really crucial point I want you to take on board is that **you don't have to have all of your ducks perfectly in a row to be in the flow of abundance**. I think that people get their knickers in such a twist when it comes to creating, co-creating their life, manifesting their reality. They think that if they do *one* thing wrong, then everything is going to blow up, and that is just not the case. So you don't have to have all of your ducks in a row to be in the flow of abundance, but where true alignment comes from and when you can really feel good and really create the leverage to manifest even more, is for sure when you're looking at your money and you can be detached from what is coming in and what is flowing out, or excited about the services that you're paying for, rather than stressed about where the next pound is coming.

So that was the biggest mistake that I made last year, and it's not a mistake that I am repeating as I look to scale my business or double my income yet again. And so if that is the mistake that I made, what am I going to be doing in 2019 to hit that seven-figure mark?

I've got a couple of very practical steps and the rest are less tangible, so more of the mindset stuff, because the two go absolutely hand in hand.

## 1. Delegating

The number 1 thing I will be doing more of is delegating. As you know, the fam and I are over here in Mexico for the year and it was a really clear intention that I shared with my coach and made the commitment to my husband and to myself that this year I was going to be more present with our family. I did not want to spend another year working really hard being in Mexico and *missing* the kids, seeing them go off and have these amazing experiences whilst I was stuck at my laptop. Now, one of the things that has really helped this intention is the time difference, because although I have an international team, my main assistance, the main bulk of my team are in the UK, which means that at 12 o'clock here, it's 6:00 p.m. there and I'm conscious that I don't want to be hassling people at 9 o'clock at night (like it's three o'clock in the afternoon here and I've had 'Ooh!' a little brainwave!). And so that has been really, really helpful in creating this boundary between my team and I.

How this plays out on a day-to-day basis is that I start work between 6 and 7 if I'm really on the ball (I'm up at 6) and I finish work around 12 o'clock. I have a couple of evening calls every couple of weeks, which means that I have a call at 2 o'clock in the afternoon, but 6 days out of 7 I have finished work at midday, which means I have the whole day and the whole evening with my family for us to go to the beach, for us to play in the pool for us to explore Mexico, which is just incredible. And I still take Fridays off.

The only way that I can do that is to make sure that I have a great team in place. One of the hires I made at the end of last year that has literally changed my life is hiring my integrator Amy, who has taken over essentially the management of the team, and the real big thing is the project management of all of the ideas that I come up with.

If you're listening to this, you are most likely going to be a creative and a visionary, and when you're in flow, that means that you have ideas and you're wanting to create and create and create, and I really get that. As your business grows, you cannot keep up with the pace of your ideas and implementation of all of those ideas. One of the biggest things that I was finding last year is that I didn't have a project manager in place that was really able to support the team in getting done what I needed them to get done to bring my projects to life, and so there was just a *huge* amount of stress. She has almost completely eliminated that for me, which is just incredible. And so 2019 is really seeing, how can I utilise that role more? How can I remember that the more I release control and allow her to take the lead, the better results we're going to get? So number one is delegating.

## 2. Focusing on core products that I love

Number 2 is about focusing on core products that I love. So in 2019 (and we're going to see – there's a part of me that's like, 'Ooh, what's this the right decision?') I let go of three products last year that no longer felt in alignment with my evolution. So one of those products was the Baby Business School, which was the first online course I ever created (sob!) and which was all about marketing and branding for baby business owners. The second was releasing the Calm Birth School, which was the first business that I ever created, and that was a really long drawn-out process because of me, I didn't want to let go, I had that business for 5 years and it was very much wrapped up in my identity. It was like, 'If I haven't got

the Calm Birth School any more, are people still going to listen to me? Are people still going to think that my advice is valid?'. There was a lot of fear around letting that go. And then finally the big one, which I don't know if that's gone forever because I just love it so much and I feel that it literally changed my life, is The Limitless Life Experience, namesake of this podcast. The limitless life is me leaning into who I am and all of the different facets of what I do. So I was no longer just talking about marketing, but I was talking about mindset and co-creation and manifestation in a deeper way than I had ever done before. That really was a portal for me, it was a doorway into, 'Okay, this is who you're stepping into', and it feels, even as I'm explaining it, like 'Was it the right decision to let that product go?' and my instinct said 'yes', that it was going to be more beneficial for me to narrow my focus. So I spoke purely on messaging in *one* programme and then created another programme that was purely around mindset and manifestation and the metaphysical.

So that is what I have done and the first part of this year and what will be the next 6 months is all about me really honing and crafting a beautiful messaging course, which is already out there and available, but will keep evolving because there are strands of stuff that I know that I want to include and it is my intention to create the number 1 global resource for messaging in the online world. So that is really what I'm working on at the moment and it feels, see when I'm saying this, I feel the lightness and when I am reiterating the intention for this product, it feels so right.

So this is another thing for you to take away: narrowing your focus is important, but when you are feeling unsure, when your logical brain starts to get in the way of your decision making, check in to see how it feels around your body, and when you're saying it, your body would tell you if you're in alignment with the thing that you are supposed to be doing or not. When I talk about the vision for Message Mastery, I know that it's powerful as it is, but where it's going to, oh, it gives me chills! So focusing on core products that you love, that I love was number 2.

### **3. Deepening into my message**

Number 3 obviously is deepening into *my* message. I work with a range of entrepreneurs. For people who are earning less than £5,000 a month, I absolutely know that Message Mastery is the best starting place for you because that is going to get you honing in and niching down on your message so you can start attracting higher-end clients.

For people who are earning a minimum of £3000 a month (and I say that because I've worked with some amazing people who have jumped from £3000 to multiple-five-figure launches), they are potential candidates for my one-to-one work.

The messaging for each is quite different, but what remains the same is who I am. So what I bring to the table for each client group varies, but what remains the same as who I am. A big part of this journey to Mexico, which I did not realise when we said that we were coming here, is that it was going to be about *me*, *my* evolution and how *I* show up for myself, for my family and for my clients, and that evolution is absolutely going to be showcased in my messaging.

I talk in Message Mastery about the push and pull between structure and then messaging from the heart. Structure is important for gaining clients on demand. Messaging is important for creating chemistry. Messaging from the heart is important for creating chemistry between you and your potential clients. So when you combine the two, you create a really powerful combination. The structure piece is something that is worked on and optimised and tweaked by myself and my team all of the time.

The authenticity piece, the leaning into who I am, is something that can only evolve as far as I am prepared to go. And so unwittingly, Mexico is creating the space for me to delve deeper into who I am, which inevitably is going to be changing the messaging. And I know that the deeper into knowing who I am I can get, the greater impact that is going to have on my business and obviously helping me scale to seven figures.

So when you're looking for growth, when you're in your business looking for growth, looking for more clients, see how much more you can allow the real you to shine through, how much more you can deepen into your message, and if you need help with that, of course hit me up at Message Mastery.

#### **4. Focusing on my mindset work even more**

Number 4 is upping my focus when it comes to my mindset work. When I reflect on 2018, it's interesting to me that I did not do as much mindset work as you would have expected me to have been doing – as I would have expected me to be doing. At the start of this year, when I have had to take a deliberate back step for my business, because when we started in January, we were prepping to go and then I was travelling with Coco and Caesar on my own for the first week and then we were settling into life in February, so it deliberately meant that I wasn't planning launches, I wasn't doing any big splashes. I was just getting into adjusting to life and because I had that time period, and then because of the weird, crazy, amazing, beautiful synchronicities that I have experienced since being here in Puerto Escondido, I have been reintroduced to, or I have remembered on a much deeper level, the power of me being incredibly intentional with my mindset work on a daily basis. And when I have really placed my attention on how I'm thinking, how I'm feeling, the preparation that I'm doing before I start my day, I can very simply easily chart the results. It's sooo obvious to me how I've created, how I've manifested. And so I feel so blessed to have been put in a position where I've had the time and the space to refocus my attention in this way, in such a powerful way.

I know that part of me becoming a seven-figure businesswoman and having seven-figure impact in the world – not even part, 80% of that work is done through soul work. I was going to say, 'done in my head' but I think that that's probably one of the biggest problems that *you* are having if you are not making the leaps that you want to create in your life and business right now – you're *too* in your head. So when we can drop down into our soul, that is where we can start creating magic.

#### **5. Upgrading my environment**

The final thing that I will be focusing on as I build my seven-figure empire is upgrading my environment. Believe it or not, even though I have been great at taking time out for myself over the last year or so, going away for the day, taking time out in Airbnbs, just creating space for me to breathe away from home and the family, I have only ever been on one retreat up until this year. I did try to go on a retreat last year, but it got cancelled, so I went to Costa Rica instead, hey, I'm not going to argue. This year, I've got three retreats planned and they feel amazing. A big part of me choosing to go on these retreats is about me upgrading my environment. It's about me getting close to mentors who inspire me, who when I watch them online or when I hear their messages, it touches me in a way that elevates how I feel energetically, just listening to them. Knowing how energy works, knowing what I want to create, I know that the closer proximity I can get to these people, to their minds, to their vibes, to their very being, the more I upgrade myself, the more I upgrade my own energy, the more I upgrade my own mindset and the closer I get to being – stepping into – that more expanded version of myself.

So I'm super excited to be spending time away – I'll do a lot of travel in May and I've got a very exciting trip coming up in April where I will be getting my Quantum Healing certification in Costa Rica, which basically means that for the first time when my clients work with me, instead of us purely working on a cerebral level when it comes to releasing and letting go of limiting beliefs and ideas, I will, online of course as well as in person, be able to work with people's energetics because I will be learning things like breathwork. I'm not going to say any more than that because I will do a whole podcast on what I've learned, what I've taken away and what I am going to be so eager to share with anybody who chooses to upgrade *their* environment by being in *my* environment.

They are the five things that I will be focusing on in 2019 when it comes to doubling my impact and my income once again.

I hope this has been useful for you. If you have loved this episode, please do me a favour: take a screenshot of the artwork, the channel artwork, put it onto Instagram, and hit me up with a tag so we can spread the word that the Limitless Life Experience Podcast is alive, well and kicking.

Right, my loves, thank you so much for joining me. I appreciate you and your time and your energy so, so much and I look forward to chatting with you on the next episode.