

## **90 Day Planning Transcript**

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Hello, hello, hello you gorgeous human being. I want to welcome you to the latest episode of the Limitless Life Podcast Experience and I am really thrilled to be bringing you this episode courtesy of The One. The One is my 90 day group mentoring program designed specifically for female entrepreneurs who are looking to hit consistent 5k months or have their first 10k launch within 90 days. I love this program so much. I can honestly say after working with thousands of entrepreneurs over the last six years, having been through tens, multiple tens of programs, the way that this group mentoring incubator has been created makes it one of the best on the market. It means that the results that people get are absolutely second to none and the really beautiful thing about it is that not only are people getting amazing business results, but they are changing who they are from the inside out in just freaking 90 days.

I make the setup of this program almost impossible for you to not show up for yourself. And that is what makes the difference over time when you are being held accountable for really following through on your dreams. So if you are interested and really taking 2020 by the freaking cahoonas baby and getting involved in The One and joining The One crew in September for our graduation party at The One Live, then you need to check out [www.suzyashworth.com/theonelive](http://www.suzyashworth.com/theonelive). We start week commencing the 9th of March. So you have time to come and play. Let's do this thing

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three 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.

Hey, you gorgeous human being. Welcome back to the Limitless Life Podcast with me. Your host is Suzy Ashworth. And I am still feeling the vibe. I am still feeling the vibe.

I feel like what we have in store is a whole load more podcasts all on life because the last few have been quite business-y, which is all good because my business helps me to lead the limitless life I desire. But with the move out of Mexico coming imminently, and the move to Spain, Valencia specifically, coming imminently, I just know that there are going to be lots of twists and turns and challenges and calls for me to step up - or rise as my lovely biz buddy says all of the time - calls to rise into my highest self. And

um, I feel so excited about that, and nervous, and mostly excited. You know what I'm like, I'm like a little puppy. I'm like, "life is good. Life is good. Oh, I need arrest. Life is good, life is good. I need a rest". And at the moment I'm in a "life is good, life is good" moment. And so I'm going to ride that wave for as long as possible. I think that with the riding also comes the desire for expansion, and so this is an affirmation that I learnt many, many years ago where I would say, "how can it get even better than this?" And that is really what I am integrating more and more frequently into my present right now. "How can it get even better than this?" Because it is so good and I am allowed for it to be even better, and so are you. You know? That's why we're here, to really... I mean you can't harness limitlessness, can you? You can't harness being limitless, but you can learn to roll with it. You can learn to embrace it. You can allow yourself to be completely supported by it and that's, you know, that's the aim. That's what all of this good stuff is about. And so there you have it. Then there's my life bit. I knew something was dying to come out because we have another practical podcast for you all around 90 day planning, and why it's so freaking helpful.

This is going to be short and sweet, but I really encourage you that if up until now you've been doing month to month planning. If you barely do month to month planning, if you are like literally "what have I got to do today?" This has the capacity to change your whole freaking life. I'm being serious here. 90 day planning. There's a great book called The 12 Week Year, so I recommend you checking that out. But 90 day planning really changed things for me as somebody who used to plan on a monthly basis.

And when I say plan, I really mean just write out my financial goal for the month. I have frequently - this is less so now since I have a team, and I have to be more organised because I have other people doing my stuff for me - whereas in the past when I was doing everything, I mean it wasn't okay that every day I'd be like, "Oh, what do I want to do today?" But it only affected me, so I got to play around, and probably not get quite as epic results, because I was so haphazard in my lack of planning. That has changed and as I look to grow the business, as I look to create more time for my family, as I look to create more freedom in my life, then the planning element of my business becomes even more important. And I have to say I wrestle with this because as a creative thinker, as a multi-passionate person, as somebody who has like a hundred new ideas a minute, I just really want to do what I want to do.

One of my coaches said, you can do that if you want, but it won't make you multiple millions of pounds. And I wasn't okay with that. And I wasn't okay with that - not because I'm obsessed with making multiple millions of pounds. Although if you are obsessed with that, like really no shade, there is no issue with that. But I want to impact multiple millions of people and so that means that I have to create some kind of structure around my business and my life in order to enable me to do that and not burn out, and not not be able to hang out with my family and all of that, all of that other jazz. So 90 day planning, quite simply it gives you breathing space. So while other than

having a goal for the month, which I do do, but I hold onto very lightly, I have my goal for the 90 days - and that gives me breathing space.

What it means is if in February, I have a quieter month, I have the whole of March to make up the rest of my quarter if January has been amazing. If January is a planning month, then an audience building month, and a prepping month, getting me ready for a launch in February, then I am already aware that January is going to be lower for income, and February is going to be the month where everything goes absolutely crazy - because that's when I'm launching. And so there's way more intention, and there's way more awareness of the bigger picture rather than responding and reacting to what's happening on a day to day basis. And what that does, is give me opportunity to expand and breathe and just relax. Do you know what I mean? Like do you want to just relax a little bit more in your business? Do you want to just know that things are taken care of, because you have a plan and you stick to the freaking plan, doesn't that feel good?

That's what 90 day planning does. It allows for ebbs and flows and gives you the opportunity to create time for your bigger projects and I talk in my higher level mentoring a lot around bending space and time, and playing in the quantum field. I feel like there's definitely a podcast episode there for you, lovelies. I talk about that a lot. I think that it's super important when you're looking to make quantum leaps in your income, and the number of people that you're reaching and impact, that you are able to really disregard the traditional sense of linear time. However, time whilst being illusionary and something that we have made up is useful in terms of being able to measure progress. And so when you have a 90 day plan, I feel that it creates the illusion of having a more time for you to do what it is that you want to do.

I mean it is an illusion. It's just - I'm making it up. But it works. Because you have, you've got 90 days instead of 30 days to hit your target. So you have got more time. And you don't have to average out across the months. You can, you know, play around with the ebb and flow. It also gives you, I think more opportunity to focus - inevitable. And so you can take your bigger project and give yourself a one week deadline that you need to complete in January, and you can cross that off the list at the end of week one, knowing that the way that you've organised your diary, that you've only got two other non-negotiable things that you have to be doing that day, or perhaps it's that week. These are the projects that are the most important thing, and then everything else slots in around those priorities so you can still give yourself deadlines that still happen in January, February or March or across your quarter, for sure, but the bigger picture is never dependent on just one week. It's a buildup of things across the 90 days.

Now I am going to say right off the bat that I am going to be coming back on to begiving you a podcast on how I break down my week because I've just started incorporating a new tool that is blowing my mind. However, as a really, really great starting point, The 12 Week Year, and planning the way that they suggest you do over 90 days, it really gives you the opportunity to get rid of oodles and oodles of 'To Do' lists. And "I've got to

get all of these things done" and creates a space for you to focus. And how that starts is you picking two or three key priorities for your 90 days. And then looking at those goals that you have identified, and then picking two KPIs. So key performance indicators, things that you would do ideally on a daily basis that you know, if you only did these two things, it would end up making your goal inevitable.

And your job is to measure how committed you have been to ensuring your KPIs get done. So if you've picked two or three goals maximum, that would mean that you have a maximum of six things that you are doing. And sometimes these things might be daily, sometimes they will be, you know, every other day, or maybe unlikely they'd be once a week. But these are things that you were doing on a regular basis. And then at the end of each month you'll track your progress. How effective have I been at having two sales calls a day? How effective have I been at writing 1000 words every day? How have I been at going for a run every day? And you will know based on how many times you have hit your marker, whether you are on track for hitting your 90 day goal. And you will also know whether you need to switch things up, whether you need to get in extra support, whether you need to change the KPI, because you have got more information or more insight about what is going to work more effectively or not.

So what this is designed to do is make you put first things first. So when it comes to organising your week or your planner, your KPIs are the first things you do in the morning. Everything else, your email, your social media, your content creation - unless those things ARE your KPIs - come after your priorities. And when you are consistent, when you are a consistent mofo with these things, you are able to change your own game.

And I know that when I'm good at it - oh my God, I'm good. And I know that when I'm not good at it - like the whole team, they might not know what I am or aren't doing in my planning, but I definitely know that it impacts how effective everyone can be. So 90 day planning and KPIs create a focus that really helps you get better results than your ad hoc - "let's just do this today". And I'm saying this as a reminder for myself because I will say I wrestle with it, like I wrestle with it.

And that's what it's all about, living, learning and sharing. So I hope this has been super useful for you. If it has hit me up in the DMS, let me know on Instagram. My handle is Suzy with a 'ZY' underscore Ashworth. And don't forget, hit me up on iTunes and leave me with you because we will be picking a name out of the hat at the end of the month for a 30 minute laser coaching session with moi worth 500 smackaroones.

**Faith + Action = Miracles**