

Can we talk about my new pictures

Transcript

This is about me owning myself, my message and my sexuality - it's about me just taking full ownership of me and that makes you feel a little bit uncomfortable. And I kind of like that because I am not here to blend in and do what everybody else is doing. I am here to step into myself.

Hello, beautiful. I am really excited to be bringing you this episode courtesy of Limitless Life. We are going into the third year for this annual event where I bring together the best of the best speakers on the planet when it comes to personal development, and really going beyond the limits that you thought were possible for you - and this year I am not disappointing. So if you are in London on the 16th of May, you are a female entrepreneur or somebody who knows that being in the room with a hundred or so incredible women who are all looking to expand into the highest vision that they have for themselves is going to have an incredible effect on you... then you need to be in the room limit. This Live is a collaboration that I do with my charity of the year. Love. Support. Unite. who I first met two years ago when I went to Malawi with them to see the work that they do in the local communities. This charity is a small but mighty force of nature who are doing incredible things in the world, and we share 50% of the profits with this organisation, every event. So if you are looking to do good and feel good as you step into your own version of limitlessness - easy for me to say - then you need to be at this event. 16th of May, 9-5 at Foyles Bookshop, the 6th sixth floor - we have the penthouse, close to Charing Cross Road in London, it's going to be incredible. You need to get your butt on the seat. Go to suzyashworth.com/slashlimitlesslive2020 to get your ticket today.

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

Well, welcome back to the Limitless Life Podcast with me, your host Suzy Ashworth. And we are getting into it today. I'm not gonna lie, I feel slightly vulnerable sharing this podcast with you because we were not talking anything practical today. We are talking about me and my feelings, and that always feels a little bit risky.

So recently - it was after the One Live, I missed my husband's birthday in Mexico. He was in Mexico. I was on the other side of the world in Portugal, having invested \$5,000 on getting some pictures done. And those pictures started to make their way out onto the internet in February 2020 and it brought up a lot of things. So to give you a little bit of background, my first professional photo shoot happened six years ago with an amazing woman called Philippa James who I have worked with on and off over the last six years.

I'm calling her my official event photographer because she came after a long time in us not working with each other - she came and photographed the One Live in January 2020 and blew everybody's minds with how she was able to capture the emotion and the vibe of the event through these still pictures. I was like, you have to come and do everything that I do. And she said yes. So unless she can't, she's there. But I used her photos from the first photo shoot that I had ever had done with my then business partner Holly from The Yes Mum fame. I use those and still at times you use those pictures, six years on. And whilst that's real testament to her and the work that we did together, you kind of need new pictures sometimes. So if you work with me, you will hear me say that branding is not the most important thing.

Your website is not the most important thing. The two most important things are your mindset and your message. And then actually getting your head around money. So it's the three most important Ms. Those - for me - will absolutely get you to multiple six figures. You do not need to have a website and cool photos and all of that stuff, but - or, and - there also comes a time that you want to have more of that. And you don't want to be using the same pictures that you have been using for six months. And so at the end of 2019 and I was just really feeling bored of my website, bored of my Instagram pictures, bored of this, bored of that. I just wanted to fire everything up. And so the last time I had had a shoot done, I don't really look at it as like coaching pictures.

It was a campaign for a promotion that I was doing. So the pictures that I had taken were very, very specific and I was only gonna use them for that one campaign and then basically they were done. So I'd had that done in October, 2018 and I'd got dressed up as Mary Poppins, and Dorothy, and Velma from Chicago, and Annie. And it was this really crazy, stop the scroll campaign where I'm dressed up as these musical characters. And that launch was amazing, actually. At the time, it was my biggest launch to date, so it was £84,000 and I was over the moon with it. But as I say, those photos that I'd got taken, I couldn't use again because they were so distinct. And so then I was back to using my old pics and up until I went to Tulum Retreat in 2019 and I

hired the photographer to stay an extra day so she could take my pics. I hadn't had anything done since 2014, so it felt really good to get these pictures taken in Mexico. We weren't out on location, unfortunately. But it just felt really good to just get some fresh pictures. What was interesting about those pictures, which I love by the way, they're really great, is that they were very traditional in terms of lifestyle photographs for coaches. So if you live in the sun as a coach, you are going to have a shot by a Palm tree, a shot in your bikini, a shot in the pool. You're going to have all of those shots. What I didn't have, because I've been talking about being anti this for a long time, but I probably would have got if I hadn't kind of said "no, don't want that" - I didn't have a laptop shot and I didn't have a shot with a cuff coffee cup. I mean, what is it about us as coaches having a shot with a coffee cup? Now I say this, I put my hand up, if you've been on my newsletter for the last couple of years, it's a shot with me with a coffee cup. So I'm not like trying to position myself above anybody, but from a creative perspective, like what is that about and why? Just because one person, one coach, one day decided that it would be a good idea, did it then become a staple of everybody's bloody shoots? It's just so bizarre to me. I'm really friendly. I drink coffee. I mean, what are we trying to say? I don't even know what we're trying to say. Anyway, so I didn't have a laptop shot and I didn't have a coffee cup shot. That's where I kind of drew the line. But outside of that, the campaign was pretty much what you would expect from somebody living abroad and a nice hot sunny place.

I'm living near the beach, come and have some of my life. Boring. And so I went back to what I teach in my course Message Mastery about disrupting the scroll. And I knew that I wanted to have a shoot where people would look at these pictures and they would stop. They would just stop. And be like, what the F? And so what I did was I got on the phone to somebody who I have known for a number of years. I think I first encountered her in B school and which is Marie Forleo's program, of which I'm a proud affiliate. I think I first met her there. She has worked with some of the best in the industry when it comes to building their websites and just uplevelling people's branding. And so I phoned her and said, how can you help me? And the first thing that we talked about was a new website. And I was like, yeah, that sounds good, but I don't really want to spend \$20,000 - \$25,000 on a new website right now. What else could we do? And she was like, well, we could do some really great photos. And I'm like, hmm, but I live in Mexico. Hmm, would you come over here? And there was just all of these questions and if you know me at all by now - I'm hoping you're getting to know me - one of the questions that I always ask myself when I'm presented with something that I want to do that is not straightforward, is how can I make this work for me? How can I make this work for me and how I could make it work for me? It's rather than coming straight home after the one live, I would fly to Portugal, have the shoot, and then I would fly back to Mexico.

So it meant that I didn't have to do a whole flight just for the shoot, but I would be able to do it and it not feel like an extra expense, because it already felt really extravagant. So the fee that I paid was £5,000, and that included hair, and makeup, and outfits, and all of that jazz. But it was the most that I had ever spent on a shoot. And I'm not gonna lie

that, I was like, “Oh my God, this is a lot, this is a big investment”. You know, this “better be good”.

And so what was great is that Joanna, she knows me and had seen me speaking at The Self Love Summit last year and really had an idea of my personality. The other thing is that she's a pro. So she went through my Instagram with a fine tooth comb. Really just trying to get a feel for who I am. And when we had our first consultation, she really understood what I was getting at when we said that everything in my branding right now doesn't 100% reflect who I am. There are elements - everybody's followed the brief - but I don't necessarily know that I have briefed everybody properly. And what I want now is something that feels bold, that feels a little bit outrageous, that is fun. That stops the school. What I teach in Message Mastery is that in order for you to stand out, you need to create some level of disruption. And you can do that audibly through podcasts. You can do that visually through photos. You can do that through your text. Really, really powerful headlines. And you can do that through personalisation. You know, making your campaigns personal. It's a great way to disrupt the way people think about you and your brand.

But I'm not going to go off topic. I'm going to go back. So I said, I really want to create something that makes people go “Whoa!” So that was the brief. So then I flew to Portugal and met Joanna, saw that the outfits that she had picked out for me, selected my favourite ones, and then went and did a full day of shooting. And when I say full day - we started at 9:00 AM and we finished at 6:00 PM. I was shattered. I mean, I don't even know how many photos we took. They were eight outfit changes. It was just really full on. What was great is that the photographer during the shoot showed me what she was taking and there were some pictures that I immediately knew - I was like, “yep, these are great”. What was weird during the shoot is I had just come off this incredible experience at the One Live that had been so, so high. I was just blown away by the whole three days, and so then to come to Portugal and basically be treated like a model, it really spun me out, and it really brought up insecurities that I didn't know were there. And I remember being on Voxer with one of my business buddies just saying, I can just hear in my voice - “Who do you think you are?” I can hear this voice in my head - “Who do you think you are?”

I remember what triggered me the most was my legs were looking a bit dry and I was like, “do you have any moisturiser?” And someone was like “there's the moisturiser”. Okay, so someone went and got the moisturiser, then they came back and rather than giving it to me, they gave it to the person who was doing my hair, and then she moisturised my legs. I just felt so uncomfortable. It was like - I can moisturise my legs. And it's interesting me sharing this story with you now because I know that that was her job for the day. It doesn't mean that I think that I'm not capable of moisturising my own legs. But it's interesting to me that I was unable to receive that without feeling unworthy or undeserving. And so when I talk about increasing your capacity to receive, it's not always about the money, it's where you're saying no or where you feel uncomfortable

when people are trying to give you things - I think is a real indicator of way you all in your relationship with the capacity to receive.

Anyway, I digress. So I'm having all of these feelings and part of it is also because I'm tired and I'm still a little bit - you know - I'm on a come down after the high of these three days. But halfway through the day I was really struggling with it, until I was able to get the clarity that this is what a lot of my clients are experiencing. And this is a real opportunity for me to step into what I preach. And that is just allowing - allowing myself to notice the words coming up in my head without judging them, allowing myself to feel what I was feeling without judging myself. Which is ultimately what I ended up doing.

Then I get to see the first gallery and the first thought in my mind is, Oh my God, these pictures, are like fashion pictures. These are like pictures from a fashion shoot. These are not, "I'm a coach. Hire me. I'm a coach" pictures. And as I'm silently imploding, I'm also recognising that the brief was "I do not want to look like every other coach in the industry. I want my own unique mark to be on these pictures. I want these pictures to say Limitless. I want these pictures to say freedom. I want these pictures to say fun, and bold, and unique and you know - you're worthy and deserving and your message is important". That's the feeling and the essence behind the shoot. It wasn't to look like every other coach, but the idea of sharing these pictures that are so far removed from what you would normally see felt terrifying. I am not going to lie to you. It felt terrifying. And what was amazing is that as I slowly released pictures as they came through to me, the response that I got was really heartwarming, like really generous, and kind, and supportive.

I had one person say to me, it was a guy actually, and I thought, you've really nailed it with this. One person said to me, "what's with that picture, with you in the swimsuit?" And I was like, "I just wanted something that was different. I wanted a scroll stopping picture", and he was like, "yeah, it definitely did that" and I thought - I appreciate your discomfort here. This is a mum of three, who is showing her body to her predominantly female audience. This is not about you needing to find me sexy, or me trying to appeal to you or any of your male friends. This is about me owning myself, my message, my sexuality - it's about me just taking full ownership of me and that makes you feel a little bit uncomfortable, and I kind of like that. Because I am not here to blend in and do what everybody else is doing.

I am here to step into myself and I get that. If you are not that into the personal development, while that sentence itself might sound a little bit odd, but I just believe that we're all on a journey, and that journey involves unlayering and unpicking. Unpicking of the 'shoulds'. Unpicking of what we have been told we're supposed to do, and who we're supposed to be, and what we're supposed to dress like. And unpicking of the desire to be the same as everybody else in order to keep safe. And so as a 41 year old mother of three, as opposed to a 16 or 17 year old who is rebelling for the sake of

rebelling, I am really just looking to step into myself and I believe that this is why so many of my clients see such great success in their work because even though on the surface of it we're talking about how much money you receive, or how to launch, or how to really master your message or how to be the one person that your dreamboat clients are dying to work with. Underneath all of that, it's - I'm going to help you achieve your goals by helping you identify who you really are. Because when you are able to identify that, that is what makes you unique, that is what makes you special, that is what people are going to buy, that's what people invest in. And that for me is so fun and it's just layers.

And so I really, I talk about my own journey from a place of knowing that I'm still on the road, I'm still on the path. It's not that I've got to the castle at the top of the hill and I'm throwing down breadcrumbs. I'm on it with you. And the people that I work with understand that I'm, you know, I'm a couple of steps ahead of where they desire to be.

But that was a real lesson in allowing myself to be. And I know from engagement, I know from comments, I know from how I will use those pictures, that deciding to make that journey and go into a studio, and pay that premium for that experience was absolutely worth the investment.

And it is sometimes easier to not do that. It's sometimes easier to not do that. It's certainly easier to justify to yourself, to your partner if you have one, that is interested in how you spend money in your business, why you should go for the cheaper thing, or not make that more expensive investment. And what I would say is that when you are diligent and you do your homework and you know what you're investing in, and sometimes even when you don't - I had no idea what the pictures are going to look like. Let's be real. I just went and somebody who had an amazing track record for branding and an amazing eye for detail. And when you are willing to invest at a higher level, then the rewards - when you're picking the right person - the rewards can be really, really freaking great.

So I will link to my favourite photographers in the whole entire world in the show notes. And I would love to hear your own stories. Let me know if there is something that you've been holding back on because you are scared of making the investment. I'd love to hear what that is. Or if you took the plunge and feel really, really satisfied with results that you got that were beyond what you expected because you decided to take the leap. And hit me up on Instagram @suzy_ashworth with all of your stories. I cannot wait to hear them and do not forget to leave me a review on iTunes if you haven't done so already. At the end of the month, we'll be picking one very special person to have a 30 minute laser coaching session with me., absolutely free, worth five hundred smackaroonies. So remember, faith plus action equals miracles.