

The Limitless Life Experience Podcast

Should I be selling?

Transcript

Increasing in my skill set so I have new tools to be able to support my clients right now, that did feel like a priority - so yes, I'm putting money down for that.

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.

Hello you gorgeous human being. Welcome back to the Limitless Life Experience Podcast show with me, your host Suzy Ashworth. And we are getting down and dirty today, and I am answering the question on so many people's lips right now, which is "should I be selling given the current circumstances?" So if you are coming to this podcast, not in 2020 or beyond March, 2020 which is when this was recorded, you might be thinking, what the heck kind of question is that? And so for a little bit of context, I'm recording this at what probably isn't quite the peak yet of the Coronavirus outbreak and living in a world that feels very, very different from just four weeks ago. And one of the things that has come up frequently over the last three weeks is people freezing and not knowing what to do when it comes to selling their services.

There is a fear of judgment. Like what are people gonna think of me if I continue to sell my product, they're going to think that I'm taking advantage or they're going to think that I'm uncaring and I don't care that lots of people have had to close their businesses and I don't care that other people's families may be ill. What are people gonna think of me? I've had people saying to me, I'm just frozen. Like I don't have anything to contribute. I don't have any additional words. I've got no idea what I should be selling right now. And I've had people saying, it just doesn't feel good. I need to pause. And so I want to address that last point first because I work with a number of different clients from completely different cross sections of the population.

And some people are in the really fortunate position to have some savings, have some money in their business and can afford to take a month, two months, three months off to just take stock to observe what is going on in the world, to spend more

time with their family, with their partners. And really just take a moment to grieve what once was and take a breath, lean into what might possibly be coming. And if you are in that position and the desire feels strong to just let go, I really encourage you to do exactly that. Like it is safe for you to take your foot off the pedal and just absorb what is going on right now.

And at the other end of the spectrum I have people whose partners have been made redundant or can't go into work or look like they're about to lose their job. I have clients whose clients have said, you know what now is not a good time any longer and I can't work with you. And I have clients who if they are not selling right now, they are creating a whole heap of doo-doo that they're going to have to sort out, you know over the next month like imminently. And so choosing to take their foot off the pedal and pause and observe genuinely does not feel like a sound option for them. And if you count yourself in this category, then this podcast is going to be useful to you. And for anybody else who's in the first category, I mean you can listen to this if you want, but like just take it easy - like all power to you. But for everybody else who is in the position where they're asking themselves, should I be selling right now? Like is this a good time for me to be selling? The answer is unequivocally, undoubtedly yes, you should, and I use that word really specifically. You should be selling. And the reason I say this is because even if we were not in the middle of a global pandemic and you were looking to build your business, you need to have clients to be generating clients, attracting clients in to pay your bills. You are the primary breadwinner or the money that you make matters to your household. Then the answer is that you should be selling. And that is even without having a big vision, without having a global impact, without all of that other stuff that can feel really big, sometimes overwhelming, but you know the kind of big inspiring motivational stuff. Even without all of that, if you are responsible for paying the mortgage, saying to yourself, okay, great, I've got a mortgage break is not the thing that's going to help you once you'd have to stop paying your mortgage again.

And that feels really important to acknowledge. It starts with your wellbeing, your ability to help other people starts with your own wellbeing. And so recognising that your business isn't a hobby or an option or choice but is there to help you and serve you first is really, really important. Now what I know does not sit well with you if you are anything like me at all - is the idea that you are trying to push unwanted products on people who are under stress right now and guess what? That does not sit well with any heart-centered individual. So how do you square that with selling in this particular time? You make sure that your product or service that you are offering is really speaking to the need of your potential dreamboat client. It's really specifically answering a problem that they have right now and or - and is better but or is also fine - is going to set them up now for being able to thrive in potentially uncertain times in the future, and they should really recognise that what it is that you're offering,

particularly if you are setting people up for the future, your packaging and your messaging really needs to communicate powerfully why they should be thinking about it now and not in 12 weeks time.

This is about having the right package for the right person at the right time. Now what this does, and a client of mine, the lovely Ray Dodd said this and then it was reiterated to me from a couple of other people actually. What this crisis has done has really been a magnifier for people's insecurities. And the things that lift people up. So if you are the type of who stresses under stress, then what we are seeing like now is a massive stress ball. If you are the type of person who thrives under a deadline and under challenges, then we're seeing you thrive. And if you are the type of person who leans on optimism, then we're seeing you leaning on optimism. It's like money. When people say money isn't good or bad, it just magnifies who you are. That's what happens in a crisis too. And so the reason that that is important is it enables you to see what needs to shift in order to get you into the headspace that it is okay for you to be selling right now. And so if you are the type of person who is a stress ball or if you're the type of person who freezes or you're the type of person who catastrophises. This is a very clear invitation to stop and breathe and go back to my podcast episode about mission and vision because right now if you continue to not sell out of fear of judgment or fear of taking advantage of people or any of that stuff, you are going to shaft yourself and I do not want that. Here's what I know to be true from my own personal experience. Not only have I signed high ticket clients during this time, but I'm really clear that people need examples for inspiration and motivation that people are still buying.

And so when I talk about signing up for a program that's had 70 people paying \$1,000 over the last three weeks - that's a £70,000 launch, when I've seen 300 people sign up for a \$50 webinar, when I am hearing my peers talk about £90,000 launches, when I'm seeing other people have a £100,000 launches during the last three weeks since Corona was announced. I'm sharing this information because the story that people will not buy or cannot buy right now is not true now for sure. There are some people who are being more frugal and there are opportunities. I thought that I was going to take advantage of that - I didn't because they no longer became, they were no longer a necessity or they didn't feel that they were going to move me forward in the way that I wanted to move forward. So they were to have a brand new spanking website that I was going to spend five figures on that no longer felt like a necessity right now increasing my skill set so I have new tools to be able to support my clients right now that did feel like a priority. So yes, I'm putting my money down for that. You know, how that is packaged or how that program is packaged. It made so much sense, particularly with everything that's going on right now that I have that skill set - you know, I've got it in my tool belt. And so when you're thinking about the products and services that you are offering, you need to be really, really crystal clear

that any kind of wishy washy offer that you have been - in inverted commas - getting away with when it's coming to selling. Anything where you do not have a really clear, big, bold, confident promise about the transformation that you are helping to facilitate or anything that is not like uber practical in terms of the way that you are helping people to move forward isn't going to sell right now.

You're right. And so the invitation is as an entrepreneur, as a creative individual, as somebody who ideates for a living - like this is your job - is to take a step back, zoom out and observe what is it that they really need? And sometimes you are going to get this from polling your audience and asking them like, what's your number one challenge right now? How can I help you? How can I serve you? Those questions are all really powerful and sometimes you have to be like they don't know or the thing that they're telling me that's not my skill set. So what is it that they need? Okay, I can see that they need sales training, so what am I going to create around selling that lets them know that if they do this over the next four weeks, they are going to be able to sell stuff in their business, attract new clients that are paying a reasonable rate or a high ticket or a low ticket, whatever it is, but they're paying for their support - that's going to build their business even during these times. That is what I'm going to create and this is how I'm going to sell it. This is how I'm going to package it. People need that right now.

Should you be selling? Absolutely. You should be selling what people need. You should be solving a clear problem and when you do that people will buy. You know when I've got clients saying I've just had my first five figure month, I've just had another five figure month, I've just had my third five figure month in a row. I've just had a 10K launch and brought in 14K this month. How have those people done it? They have been selling what people want to buy. They have been consistently showing up and they have been consistently asking for the sale. There is a direct correlation between how much you are receiving right now and how many times you are asking for the sale.

It has always been the same and right now what is true and will remain true regardless of what is going on in the economy. What will remain true is that when you can create an offer that souls a clear need in the marketplace, people will invest. They will. And right now we have an influx of people who are entering the online marketplace who do not have a freaking clue. And a large percentage of those people if they know who you are and you are able to explain with empathy, with care, with understanding what it is that you do and how you can help them, they will invest in your services because the other option is, is to work out themselves. And actually it's a freaking minefield, you know? How have you done what you've done in your business, Suzy? Well, I invested in mentorship from six months in and have only not had a mentor for six months of my whole six year business.

And as my business has grown, I've probably got more mentors now than I ever freaking had. Maybe a little bit too many. But that is how my business has grown to multiple six figures and will continue to grow - biggest year in business this year and we're in March because I've got support. And so really understanding that you are here to support people in growing. You are here to help them when they're in the shizzle. That is why you should be selling and for those of you who are like, yeah, but if people are stuck, why shouldn't I be giving it away for free? Because if you give away your services for free, you are not helping those people who are just coming into business. What are they going to do and not going to be earning any money. They're going to be copying you. They're going to be modelling you and giving away stuff for free that they should be charging for. This comes back to... I can't remember what episode that I was saying this in, but this is around modelling. What do I need to do to thrive in business? You need to find the balance. This content is free. Your Facebook lives are free, your video content is free, but the services that you offer that are going to create deep transformation and desire, they need a commitment from somebody. They need an energetic commitment from the person who is interested in order to create that transformation - that stuff needs to be paid for. And when you can really line up with, this is part of the coaching, the transformation is in the transaction. When you're really able to line up with that, you are able to really serve deeply and really create deep transformation. If you have this tendency to want to over-give just create, you know, make sure that you're posting daily. If you need to create a YouTube channel, create a YouTube channel. If you need to create a podcast, create a podcast so that you're able to really clearly delineate, this is the stuff that I give for free and it's of very high value. This is for people who are not ready to invest right now and these are the services that I charge for that require an energetic exchange for you to get the best results.

So short answer to this question, should I be selling now? Hell to the freaking yes. And if you need any help with this, please hit me up in the DMs. Right my love. If this has been useful, if you think one of your peers or friends could do with hearing this message, please take a little picture of this episode and put it on the gram. Tag me so I can share it. We can spread the word together and if you feel so inclined, leave me a little review on iTunes. Thank you so much and please remember that Faith + Action = Miracles.

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