

The Limitless Life Experience Podcast
Transcript
Why you're not further along

Because if you stopped doing these things I'm about to tell you, you will be able to move forward in your business and in your life and feel - and of course this is still a choice - you get to feel good about where you are.

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 and 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. It is me, Suzy Ashworth and you are listening to the Limitless Life Podcast show. I don't even really know that I need to say this at the beginning of every episode. It might be quite bugging because I know that you get like the nice polished version and it's like, okay, I get it. We're here. I hear you. But there is something nice about being able to say podcast show that I really enjoy. So right now we're keeping it. It might be a little bit of overkill, but I'm guessing you're gonna forgive me because you are still here.

Okay, so what are we talking about today, my gorgeous human being? We're talking about why you are not further ahead - and this is an interesting one for me because I think that one of the mistakes that we make as human beings when it comes to our happiness levels is buying into the idea that where we are at is not the right place.

Like we're always running for the bus. I'm always chasing my tail. Why aren't I over there? Why haven't we got that car? Why haven't we got that house? Why aren't you going on those holidays? It's this comparison-itis that keeps us in lack and keeps us feeling insecure. Like I'm really aware that that's a huge mistake that many of us are making every single day. And I think that if you fall into Type A category like me or you are just very ambitious and you have big dreams and big aspirations, I think it's even easier to fall into this trap of feeling like I'm not doing enough. If I was going to do more - if I do more, then I will win. If I do more, then I'll feel okay. If I do more then my business will be bigger and I'll be earning more money and all of this stuff.

And I do believe that that is wrong. I do believe that's wrong. And more than ever, I think this has been a concept that I have played around with and to some extent bought into the idea of this whole - if it was all about working hard, then this person would be loaded and that person would be loaded. And you know, the background that I came from, like I saw my parents working hard, like they were grafters, they worked so hard for really very little in the end. And so the concept that your results are not relative to how hard you work. And if I can work harder than I can go faster and I will receive more. Like I really did get that intellectually

and yet I was the person who was doing 12 hour days. I was a person who'd be like literally falling asleep at my keyboard and writing freaking nonsense where I was so tired but just wanted to do one more thing.

And so I suppose what I'm saying is I don't want this podcast to reinforce any idea that you are not exactly where you are supposed to be right now. I don't want it to reinforce that need to be keeping up with the Joneses. And I also am really, really, really clear that you have gifts right now that if you clicked on this podcast, you believe or know that your gifts that you have could be out in the world. And I think the difference - this is so nuanced and so subtle - but there is a real, you know, some people are procrastinating when they should just be getting out there and JFDI-ing it. That's the truth. This is not me saying you need to be keeping up with Persia over there because if you were doing what Persia was doing, then you'd be as good as her.

No, I am not saying that. What I am saying is that there were a lot of people who are denying the world of their gifts because of the following reasons that I'm about to share with you that I really just want you to stop doing, because if you stop doing these things, I'm about to tell you, you will be able to move forward in your business and in your life. And feel - and of course this is still a choice- you get to feel good about where you are. And so just to put this even in a little bit more context of where I am in my life right now, I have such a big feeling in my body around what I'm expanding into and I don't a hundred percent know what it is. Like I still have my vision and I have my mission, but I really genuinely feel that it is changing and evolving and growing. And I feel like the new mission and vision that is coming through, the new ways I want to serve are going to be huge, like huge. And that feels really exciting. And you know that I work with a lot of mentors who are doing incredible things in the world, and some of them are younger than me, some of them are like a decade younger than me. And knowing that, and knowing their skill sets and knowing all of the magic things that they're doing, there still isn't a part of me that feels like 'I should have done this 10 years ago' or 'I need to speed this up'. Like I'm a learner. I love learning and I definitely want to increase my skills and I definitely want... like mastery is important to me. I want to be a master. I want to be the best at what I do, for sure.

But I don't look at myself in the mirror and berate myself for not knowing yet or not being further ahead yet or not wishing that I'd made seven figures now and I'm not doing myself down in that way. And I believe that I'm not doing myself down in that way because I choose to know that where I am in life and how I'm showing up for myself is in alignment - and of course, there are bits of my life that I'm like 'Suze, you need to get your shit together as soon as you can, you need to be more honest in that conversation'. 'You could definitely be more truthful here'. 'You could definitely be more true to yourself' - like for sure there were definitely areas of my life where I feel like that and we're all a work in progress and I'm even okay with those bits.

I'm even okay with knowledge and understanding that I am still a work in progress. I think that as I get older and as I move through this journey more, the things that are helping me to be content with where I'm at is that I am 1. refusing to overcomplicate things. I think that so many people are not further ahead because they think that there is this magical, 150 step

process and the reason that they are not at six figures or earning 5K a month or whatever, it's because it's really, really complicated - and it's not. I'll be sharing in a separate podcast how I made £750 in two hours. Now I know that that's not as exciting as how I made, I don't know, £392,000 in a weekend. But the principle is the same, and I almost feel like this £750 in two hours is more important because the weekend figure was that took time to create and that was more complicated.

The £750 in two hours. It wasn't complicated at all. And so where can you make things simpler? Whenever you find yourself going round and round and round in circles dealing with the same problem, having this same headache, I want you to stop. I want you to breathe and I want you to ask yourself, how can I make this more simple? What would I choose to do if this could be as easy as possible for me? And then I want you to commit to picking that action. Please stop over complicating things. It's slowing you down.

The second reason that you're not further along is because you're not telling people what it is that you do. You're not asking for the sale, you're just not letting people know. If you are not visible, if you don't have an offer, if you make it really difficult for people to buy from you, if you are not asking for the sale consistently, you - yeah, you're not gonna get the results. You're not going to have a business, that's not rocket science. You know, honesty, look at where you are in your business. Look at what you are receiving, and get honest with yourself. Am I letting people know what I do consistently day in, day out, multiple times a day. If you're not, I want you to commit to sorting that sizzle out. You've got to let people know.

And then thirdly, you're being inconsistent. Like you're going off in a little bit of a sprint and then disappearing for a month and then you coming back, maybe with something new, maybe with the same thing, a little bit of a sprint, then disappearing. I have been pretty consistent almost daily on at least one platform for six years. And before it was six years, it was six months, and then seven months and then a year. You know I'm doing now - there's lots of things that have changed in my business for sure - but I am doing now what I always did, which is show the F up. You have to do that. And when you combine that with letting people know how you can help them consistently and choosing not to overcomplicate things, you start building something and then it becomes exciting. And you can still have dreams and you can still have ambitions and you can still, you know, want more is absolutely okay to want more.

But you can also look at yourself in the mirror and be like, yeah, well done. You killed it today. Well done. You made a difference today. You're doing it. And the more you do it, the more you get to do it. And that feels really, really good. And I want that for you. So let's get a shimmy on and commit to not over complicating it. You know, letting people know what you do and being consistent. Simple. Thank you so much for listening. This is the Limitless Life Experience Podcast, and I want you to remember that...

Faith + Action = Miracles