

## **The Limitless Life Experience Podcast**

### **Transcript**

#### **Going left when everyone else is going right**

When people are telling me that I need to act in a certain way, when I am feeling pulled in the direction, that other direction has very rarely, if ever... I can't think of a time that pull has ever been incorrect.

Welcome to the Limitless Life 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 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, hello you gorgeous human beings. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast.

And today I want to say - Yay! I'm back in the UK.

And as always, I promise I am not going to sing the whole of this episode to you, but yes, all change on the Western front. I am currently looking out of my office window on to my driveway. My husband has just pulled up in the hire car that we're going to be using for the next couple of weeks, until we can go and pick our wheels up from his parents. And I am surrounded by greenery, which is really kind of amazing. I feel extremely grateful to be back in our home, even though it's really freaking cold people - it is really cold. I am not feeling that. And the sky is gray. And I think probably less than seven days in 16 months, did we have gray skies. Maybe I've got those tinted glasses on. Maybe there were more gray skies than that, but the blue sky was a staple for a long time. And I definitely feel like I'm missing that. And it is interesting because I do love being back, my sister came over and just had a little chat with me out of the window yesterday. And she'd bumped into Jerome and Caesar on the way to the shops. And that can only happen when you're living in the same town. And that feels really amazing. But I think what is true after spending this amount of time in Mexico, at least what feels true right now... is that the climate matters to me, and being underneath the sun, being underneath blue sky, being near the sea, particularly when it's warm, all of those things are big ticks when it comes to my happiness levels. And when it comes to knowing what type of environment uplifts me as a human. And because I know all of these things now, and of course I've

always known these things - but having been pretty static for around 15 years, (it's been 15 years since I was away traveling - maybe even a little bit longer, maybe like 18 years.),

I had forgotten how enriching the sky, the warmth, the sun, the sea, blue sea, warm sea... how that makes me feel. And because I have now had that reminder, I'm now going, okay, okay, - we can create that if we want. We do not have to compromise on those things if we do not want to. And so at least right now, and of course this may change. We've only been back for a couple of days, but right now it feels like we will be at home for a month. We will do the handiwork, we'll get around and do the bits that we need to do, before we continue our travels and go to Valencia as we had originally planned.

And I suppose in a way that is what this episode is all about, doing things that are the opposite to what everyone else is telling you to do. And I didn't really realize how good I was and doing the opposite, but I really think that it has served me deeply in my business, and again brings a whole new set of rich feelings when I think about who I'm being as a human, because I am actively looking to do the thing that I know is right for me. And that's how we think as a couple Jerome and I, when we are making plans for our family. And so when I think back to three months ago, three and a half, four months ago, when the coronavirus was looking... when everything was looking pretty hairy and scary at the start of the crisis, when things started to go into lockdown, everybody was saying both in Mexico and outside of Mexico, that we needed to pack up our stuff and leave. And if we weren't going to do that, then we were really putting ourselves at risk, putting the family at risk.

And, you know, we were being very irresponsible. And we were bombarded by that message, very loudly, and very clearly for a good few weeks. And when I tuned into how I was feeling - because I would flip from, "do you think we should go?", "no, we're going to stay" - when I tuned into what I was feeling and thinking, I knew that the only reason why I was considering leaving Mexico at that time was because of other people's fear. Because they were scared, and continuously telling me why they were scared for us. And it made me question whether I should be scared. And when I spoke to Jerome about this, I'm glad that we were able to come together on the same page, which was ultimately, we don't want to leave. We don't want to make any decisions based on fear, because a lot of what I was seeing at the time on the social media and in the news, my feeling was "this is feeling so much worse and heightened because of people's fears". Like it was so palpable at the time. And that's not to negate that people have been and are still very sick and have died. So, that's not to negate any of that. But the hysteria we were seeing when you would see like runs on supermarket with people fighting over toilet roll, that was all based on fear. That was completely unnecessary. And when I tuned in, I was just like, I don't want

to be the type of person that does or doesn't do anything based on fear. And from that place, we were able to come to the decision that it felt like the right thing to do was stay. Because what was interesting is that you had the people in Mexico, in Puerto, you had a certain percentage of people saying, if it gets nasty, then you can come and stay in our bunker and stuff like that.

Like this assumption was that everybody was going to lose their shit, basically in Puerto Escondido. And the first people that would be in the firing line would be the tourists, and some classic racism there. But we're not going to go into that now, but it was so I always really liked when I heard people talking like that. I was like, wow, wow, wow, wow. How quickly people can turn on this community that have accepted us with such open arms. Interesting. So anyway, we decided to stay and it was absolutely the right decision. And at the same time, it was also weird being in this limbo state, we were supposed to be going to Valencia. We knew that people were not going to be able to come and view our house to be able to rent it out. And there was just this whole, like... When is Spain going to be opening? It looks really bad in Spain right now. Maybe we don't want to go there at all. There was just all of these question marks. And the whole time, both of us, I think were that just trying to practice acceptance and really being aware of this is what you can control. This is what you can't control. There is no point freaking out about this. It's not going to mean that there were more planes flying. And so a big lesson in humility and acceptance was required in order to get through the last couple of months in Mexico, not really knowing what we were doing.

And it feels quite serendipitous that I am sat here speaking with you right now, because it genuinely wasn't the plan. The only reason why we are sat here is because a friend of mine and her partner got on a plane from London and found themselves in Tulum. And when she reached out to me to say, I think I might be closer to you than you might think. I was really like, where the hell are you? Are you outside? Are you outside my door? And she was like, no, I'm in Tulum. And so immediately my mind went to, well, if she was able to fly in that means we can fly out. And that was it. I think before I had had that awareness, we would have been in Mexico for at least another month, at least. So what was interesting is that when we made this decision to leave, what we had was everybody saying, you shouldn't be leaving Mexico. You need to be staying. It's really not great in the UK right now. You don't know when you're going to get into Spain. Really you should be staying. And what was really clear very early on was once again, people were advising us what to do based on their own fears. And once again, we didn't want to make a decision to stay in Mexico based on fear.

You know, we've had such an incredible 16 months, but there were a couple of things, including being very far away from our families that didn't quite work. And

whilst I will never say never at all, because we are literally obsessed with Puerto. At this point in time, it felt like the right thing to come back to Europe, even with the current situation. And so only time will tell whether that decision is correct or not, but it feels really good to have made the decision based in alignment with what we need as individuals and what we need as a family.

And along with these decisions to stay and go. I was just thinking generally about my business and the decisions that I've made over the years, and even the most recent decision to launch the gateway, to which somebody described it as selling infinity. It was moving away from the blueprints and the strategy and everything that has come to market really in the last few months with the number of people who were looking to get online and build their businesses online, and doing the complete opposite of what most people would recommend. One of my mentors said, you are literally about to do the thing that I would say to anybody else not to do. And he also said to me that I needed to do some kind of survey. And I was like, no, I'm not doing that, because we don't get the results that I want. Then it's going to make me not want to launch it. And this needs to be launched. And that isn't maybe the attitude that I should have had, but it was an attitude that served me really, really well. And it's the same attitude that I had when I first left my job at The Guardian and decided that I wanted to become a hypnotherapist. Most of the time when people are telling me that I need to act in a certain way when I am feeling pulled in another direction, that other direction has very rarely - if ever - I can't think of a time that that pull has ever been incorrect. Whereas I can think of so many examples in my life where somebody has wanted me to do something and I've not really wanted to do it, but I have given into their requests and regretted it so many freaking times. I'm just not available for that anymore. And it's funny because a friend gave me this exact piece of advice before we left Puerto. And he said, basically, whatever everybody else is doing, do the opposite. And I think in many, many cases, that is true. So my invitation to you is to ask yourself, am I following what everybody else is doing right now? I have to say, even in my mentorship, I was speaking to a client the other day. And she was like, Oh, who are you working with? And I said, who I was working with. And she was like, I've never heard of her. And we had laughed because this was an ex one to one client. And we laughed because that's just my style... not to go and work with the coaches that everyone else is working with, because I want a different perspective. I want different insights. I want different strategies. And that comes from not doing what everyone else is doing all of the time.

And so circling back, this is my invitation to you, ask yourself why you are considering taking a certain action. Is it because it is most in alignment with you? Or is it because that's what you think the done thing is? And if it is the latter reason, as opposed to the former, I want you to switch it up. You can ask yourself, what would I do if I really wasn't afraid, what would I choose? And generally speaking that

question will always give you your answer if you allow your voice to have a presence. Some people won't allow their voice to have a presence and they mask it with 'I can't' and 'I don't know', and 'I'm stuck'.

But honestly, if you knew you couldn't fail, if you were able to put that fear aside, what would you choose? Everybody has an answer to that - and do that thing. Just do that, take it upon yourself and trust the fact that if you are getting the nudge, you are supposed to take action on that knowledge, regardless of whether everybody else thinks that you are a marble or two short of a pack. That isn't even a phrase, is it? I just made that up. But you know what I mean. When you have the courage to go against what everyone else is doing, on the other side of that discomfort are your biggest and greatest rewards. So don't hold back, just go for it. And remember, if you have enjoyed this show, please do me a favor. Leave me a little review on iTunes, and take a screenshot and tag me on Instagram so we can share the wealth. Thank you so much for listening once again.

And remember that...

Faith + Action = Miracles