

The Limitless Life Experience Podcast

Transcript

Let's talk about the time problem

You know, it was only what, less than six months ago that I supported a client who was basically starting her business from scratch, who only had two days a week to work on her business. And she pulled in 5K a month, for three consecutive months, starting from scratch.

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 being. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast. I'm owning it. You'll never hear me apologise for doing that ever, ever again.

I just kind of want to dive right into this because we're talking about time and it's been so interesting to me to come, uh, and be back on the BST time zone vibe after being in Mexico for 16 months. And it's interesting to me how it feels as though time has expanded since being back in the UK, I would start work in Mexico at 6:00 AM, and I think that there was always this sense of playing catch up because it was already 12:00 PM in the afternoon. And essentially by the time it got to two o'clock in the afternoon, like, well, 12 o'clock was 6 o'clock, so we were already done. And so I would normally finish work between 12 and 2 during launches. So I'd have the afternoon to do family time and hang out with the kids and go to the beach and all of that good stuff. But there was a sense of always playing catch up. It also meant that it was a non-negotiable for me to be awake between four and five, and I would never set an alarm. I would automatically wake up, but I really needed that time. Otherwise I was diving straight into work at six or 7:00 AM, and that would completely knock me off for the day. And so by being back in the UK and being back on the UK time zone, all of a sudden, I feel like time has expanded. And what is interesting is I can also feel like, where did the time go? What happened? Why do I feel like I've not been very productive? I've all of a sudden got all of these hours and yet I'm not getting any more done.

What is going on here? And this is the game that we play with time all of the time. Now I know that you have had those moments when you have been so locked into what it is that you are doing. And you've been sat at your desk for what feels like an hour and actually four hours have passed and you've got more done in those four hours and what you would normally get done in a whole freaking day or a whole week, because you have been in super flow. And there were times when you have sat chewing the end of your pen, like as if you're about to write something, when we all know that we work on Google docs right now, like, I don't know what to do. I'm just going to have a quick look at my Facebook group. I'm going to have a quick scroll on Instagram. And then all of a sudden it is 2:30 in the afternoon. And you are feeling like a big fat failure because you've got nothing on your priority list complete.

And I want to let you know, and this may be slightly triggering is that you do not have a time problem. We all have the same 24 hours a day. You know, we have the same amount of time as Beyonce. I have the same amount of time as my multimillion dollar mentors who have running multiple companies and doing all of the things. So what is going on if they can do all of the shizzle when I can't. And I hear some of you going yes, but at a few kids into the mixer and give yourself a break. And it's true. I do have three children. And it's also true that my husband is the primary care for those, for the, for those, for those kids over there - who's are they - for our children?

So I do have more spaciousness than somebody who is a single mum, for example. And I think that that is important to acknowledge. And interestingly, only one of my mentors has children. Um, and that is a guy. And the way that his home life is set up, is his wife is the primary carer. So again, he has more spaciousness as somebody who is doing it on their own. However, I hear I do not have enough time from, uh, people who have kids who don't have kids. Who've been in business for a year. Who've been in business for 5 years, 10 years. Like I hear this across the board. And what I want to say is that the thing that is keeping you stuck and your biggest problem right now, is that story that there is not enough time. That's your biggest problem right now, not the fact that we only have 24 hours a day and rather than how can I make more time or create more time?

The real question is, is how much are you prepared to bet on yourself? That's what we are really talking about here. It is a mindset quandary that you need to solve when it comes to creating more spaciousness. Now I'm not saying that productivity and effectiveness don't have anything to do with this situation. And we will talk about that a bit later on, but the first thing is you know, how much are you prepared to bet on yourself? It's not time. It's the story. That is your problem. And within that story, it's about the fact that you are not calling in the support you need. And 9 times out of 10, you are not charging the rates that you need to charge. There you go. I just said it, are you nodding? Or are you cussing? It doesn't matter. I can handle it either way.

And I also want to say, you know, it was only what, less than six months ago that I supported a client who was basically starting her business from scratch, who only had two days a week to work on her business. And she pulled in 5K a month for three consecutive months, starting from scratch. And so when you have two days, I know that it's possible for you to build a business. And if you only have two days a week, and you are great at what it is that you do, and you are charging appropriately, you can make your own time go very far by calling in more support. So what does this mean in practical terms? Like, like get down to the nitty gritty. You ideally need to have at least one hire and product or service that you are selling. And I cannot emphasize why this is so important enough, but suffice to say, when you have that one higher and product, you, then you then get to create spaciousness in your business.

And that's what most people do not have. That spaciousness comes in the shape of support. And that's what I'm really talking about when it comes to how much are you prepared to bet on yourself? Your rates reflect the level of confidence that you have in the transformation you get to help facilitate within your clients. And when you feel deeply, deeply confident, you can use that confidence to charge more money. And yes, 100%, a lot of people have to work on their money stories and really releasing the judgment and shame and guilt that comes with charging more - for sure that is part of it, but underneath everything, I want you to choose into the transformation that you are helping to facilitate. And the moment that you are able to do that and charge accordingly, you can pay for the VA. You can pay for sales support. You can pay for the integrator... wherever you are in your business. But if you are consistently saying to yourself, the minute I get a client, I am unable to do the marketing. I'm unable to do the content creation. I'm unable to do the outreach... For sure, you need to be calling in more support and you need to be increasing your rates. And this works really, really well. If you predominantly want to lead with a lower end service, you can give yourself a timeframe and say, okay, I'm going to focus on one-to-one clients for the next 90 days or for the next hundred and 80 days. And from that period of time, I'm going to pull in this amount of revenue. And from that amount of revenue, I'm going to be 50% into building my audience for my low end membership. I'm going to put this amount of money into building this audience so I can sell this many courses using Facebook ads so that you can build it up and start getting the momentum that you need in order to get those recurring payments in which will, should you choose to enable you to let go of the higher end one-to-one clients or just a higher end service, if that is what you desire. But even if you want to sell lower and predominantly, if you are struggling with the story around time, this is how you solve that problem. If you're not worried about the amount of time that it takes you to build your business, and you're happy to go slowly and you're happy to not have any higher end services, continue doing what you're doing, but if it's a

problem and you, and you're bored of listening to yourself, say the same thing over and over again, then you need to take my advice.

Now that's the mindset, as well as the practical application, I raise your rates and look to see where you need more support. The other thing is just how productive and efficient are you being? And I know that I get a lot of stuff done and I do get so much more done. And I go through those phases where I take the apps off my phone, where I diarize the time that I'm going to be in my Facebook groups and on my Facebook page and on Instagram, you know, that is probably the biggest time suck that I have in my own business.

The other thing that is so, so helpful for me is when I take the time out on a Sunday, spend 60 minutes to 90 minutes, scheduling every single task that I can possibly think of in my Google calendar. That is so powerful for me. I go through phases of what I do it, and when I don't do it, when I do do it, I get so much done because mentally I make the agreement with myself. But if it's in the scheduler, I am doing it. And that's the timeframe I'm giving myself. And if I have to send something out imperfectly perfect, then I am willing to do that, because the next thing on the schedule needs to get done. It's a non negotiable. When we start the day fannying around not knowing what we're really going to do next, that's a problem I find.

And this is the other strategy that I use. If I, I'm not in the head space for making the space, we should all be in the headspace of making the space by the way, but for making the space to schedule everything out, the three non-negotiables, the three absolute priorities, getting those done. And what counts as a non negotiable are the three things that are going to take me one step closer to achieving my bigger vision. And when I do those things, I kind of I'm okay if I don't get anything else done, because I know that those three things are going to move the needle in my business, they are revenue generating or authority building and relationship building tasks that really make a difference for the bottom line in the end. So when it comes to efficiency and productivity, taking the apps off your phone, closing down the tabs, having specific times that you are online for your communities, planning out what you are going to do on a Sunday night - brain dumping, every single little task, everything scheduling everything... super, super powerful.

And if you are not willing to do that, then picking the three non-negotiables the night before, ideally that you are going to do the next day, that are going to take you one step closer for you to achieve your big vision. These are the things that you can do to conquer the time trap for once.

Tell me that that was not an amazing podcast episode, and I will dual you. I won't dual you, but if you did enjoy this episode, please share it with your friends and give

me a little screenshot tag me on Instagram so we can just share the wealth of knowledge and help people really make the positive different in their lives, and their businesses that I desire for ALL female entrepreneurs to be making right now.

And if all else fails, please remember that...

Faith + Action = Miracles