

The Limitless Life Experience Podcast

Transcript

Sales and leaning back

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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. And I am feeling the fire today. It is Monday. We are coming up to the end of June, 2020. And there is just a little bit of a vibe going on here at Ashworth HQ. I think that we are getting ready for the next chapter, which feels slightly, like, not real, if I'm really honest with you. People keep saying things like, so where exactly are you moving to? Have you got a new house sorted? Do you know what you're doing with your life? And the answer is always, I'm not sure. No. And do you know who you're talking to?

We like to fly by the seat of our pants and maybe a slightly more spiritual way to describe the way we like to take action is intuitive. And I think that it's, it's funny to hear me reflecting on this with you right now, because it's really easy for me to be like, 'God, Suze, sometimes you are really irresponsible' and sometimes like, 'how on earth do you always manage to, you know, look like you're about to roll in some poop and end up smelling like roses'. And I think that really what's been happening particularly over the last year and a half is that I have been digging deeper and deeper into what it means to live more intuitively what it means to be connected with infinite intelligence, what it means to follow the advice and guidance of my highest self. And because I am getting better and better at doing that more miraculous, amazing things or unfolding for myself as an individual and for us as a family.

And it's really easy for somebody who is quite heady and a little bit of a control freak. I say a little bit, and I'm laughing because so many of my mentors and teachers have

to remind me to come out of my head and drop into my heart. You know, I have run my entire life for maybe 38 years, very distinctly in my head and feeling like if I wasn't really gripping hold of the wheel and controlling everything, then nothing would happen. And honestly that served me for quite some time until it didn't until the results felt hard until it felt like I was always pushing. Until I would see other people living their lives with such ease, and such grace, and such connection. And I just thought to myself, I want some of that. Like if that is possible, that level of ease, and grace, and flow, and super flow and inspiration is possible for them, then surely that is possible for me.

And so I put my heart to it. I put my gut to it, and I really intentionally encouraged my mind to give us all a break, which is not easy. Sometimes it can feel like a struggle, but I am extremely fortunate to work with, in my opinion, some of the best mentors on the freaking planet when it comes to getting those reflections and in turn that level of mentorship and the type of reflection that says that's a real heady question. And the encouragement to keep coming back to alignment has been priceless. Absolutely invaluable. So anyway, there is a level of excitement that I am feeling right now about the next move. And I feel like maybe that is another podcast, once we leave here, to really be able to reflect on the experience of coming back to the UK for such a short period of time before moving on again.

But I'm not really going to be able to talk about that until it's complete, complete as it can be. So that's coming in the meantime, I wanted to have a chat with you about sales and selling energetically. And this has come up because one of my clients, a real freaking superstar who is in launch at the moment, she has already got 20K in the bag. And when we were talking about her strategy for the rest of this week, I asked her, how were you feeling? And the response was determined. And I sat with that. I fell into the energy and the vibration of that word. And I really asked the question, how are you feeling? Because determined isn't an emotion. And the energy of the word determined is I'm going to take these mother truckers on, we're closing some sales today, mofos like that to me is the energy of determined.

And I'm not saying that there is not a place for that, but in relation to what I was just sharing about the way that I used to live life, that sense of control and holding the wheel, and directing everything was very specifically, carries the same vibration as the word determined. I was determined I was going to make this stuff happen. I was determined that I was going to get that pay rise. I was determined I was going to call that person in. And with that determined energy comes, exhaustion comes tiredness. And for many people leads to burnout. Now burnout has not ever been an issue for me, but I see it so much in those A players who are really doing their thing, and it is a nonnegotiable - their success - often that equates with that push, determined, 'I'm

making shit happen' energy. And I just want to flip the script on that I talk about because it's a real balance.

It's interesting because it's a real balance. I want you, when you think about your sales, when you think about how much money, how much revenue you want your business to bring in, I want you to be very, very clear. I want you to choose how many clients you're going to book. I want you to choose how much revenue is going to come in. And in fact, my preference, and it really just does depend on person to person, like what your relationship with money is like, my preference is for you to focus on how much revenue you want to generate, rather than I need to have 10 people come into this program and pay me in full so I can get X, Y, and Z. And the reason that I prefer that is because when you just focus on the revenue, you're saying that I'm winning and open to receiving that money in every way, shape or form that it can be presented. Now you can take aligned and inspired action with the launch of your program or aligned and inspired action when it comes to inviting at least five people, every single day to have clarity calls or discovery calls with you, you can do all of that whilst being unattached. When you have decided that it's a revenue target that you want, as opposed to a people target.

Now, I say that this is different for every person, because in the past, when I had a sticky relationship with money, it actually felt much more expensive to say, I visualise having 50 people in this container, and just focusing on the 50, and the money was irrelevant. So you have to choose into what feels most aligned for you. But right now, more frequently than not, I tend to focus on the revenue because then it gives me freedom. It could just drop out of the sky, same with clients, but you get what I'm saying.

So the idea is that you choose to know that the thing is happening. And for my clients who have been in The Gateway or The Freedom Experience, I talk about the fact that it's not even knowing that it's happening, it's knowing that it's already happened. And when you know, something has already happened, the quality of your actions, the quality of the way that you think about the thing changes, because it's already done. If something is already done, then you do not need to push, and pull, and force, and cajole, and be determined. You don't need determination because it's already done. When something is already done, you get to accelerate the speed at which you bring it into your reality, through the energy that you choose to emit. And from the energy that you choose to emit and faith plus action, and the action, the inspired action that you choose to take. That's the combination of accelerating the speed at which you are able to call in either the clients or the revenue.

But the thing that I really want you to take on board is when you are coming at this from a place of pushing and determination, there is doubt. There is a level of doubt, no matter how sneaky, how covert that level of doubt is... it is there because you are in push energy. There is the smallest sliver of, unless I do this, it is not going to come to fruition. And that's a problem for you because it means that you're misaligned. And when it comes to calling in anything in your life, you have to be a frequency match for the thing. Now, is it possible to use brute force in order to call the thing in it is I did this for many, many years. Is it possible to become a frequency match through the vibration of determination it is, but it's a lot harder. It often takes way more efforting, way more work. It's not pleasurable. And by the time you get to the end result, there's often a sense of was this even worth it. And you don't want that after you've just nailed a 50 grand launch or a hundred grand launch. You don't want that 'was this even worth it' vibe. So you will hear me say, if ever you work with me, there are many, many ways to skin a cat, and I will never tell you that the way that I teach is the only way, but I will tell you that what I teach now is the easiest - and I say that in inverted commas - because it's easy to say, not so easy to do. If everybody could do it, then everybody would be doing it. You know, to constantly check in on yourself, to see am I in trust right now takes real intention, especially when you have lived a lifetime outside of trust. And I have so much evidence to support your lack of trust in the Universe and in the world. It takes real intention, but when you get it, you get it. It's so freaking worth it. So backtracking a little bit. When you choose to know that the thing is happening, you do not need to be determined. You get to choose what feels good. You get to feel into the nudge of 'Oh, you should call this person today, or you should do this livestream today'. You get to feel into that and take energy and take action from that place.

The other thing with choosing to know is that it should create spaciousness in your body. You feel freer, you feel more relaxed. And then what it means when you get on your sales calls, for example, you no longer need it to be determined, to get anybody to say yes, because you know that your goal is already happening. You know, that regardless of what happens in this call, that person isn't the determining factor for whether you succeed and achieve your goal or not - because it's already done. And when you bring that energy to a call, you can afford to be way more chilled, way more relaxed. And that's not to say you don't have a call structure. And you know, you take people on a journey. You do all of that stuff, of course, but your energy is leaning back. You are leaning back. There is a real air of if this is for you, amazing. And if this is not for you, amazing. I do not have to persuade you. I do not have to cajole you. I do not have to convince you. Because this goal is already done - you are not the determining factor. It's such a powerful place to be in.

I remember, I mean, I have had so much sales training over the years, but I remember booking on a call with a woman, like pretty early on in the start of my

entrepreneurial journey. And I had seen her in a Facebook group, literally overnight become this thing. And I remember getting on a call with her and she was so like, this is a thing. Do you want it? And it was like, she didn't care. And that level of confidence in her ability and in her skillset, it really, really impacted my decision. And the decision was to book with her. And the thing that I booked with her, I can't remember how good it was. I can't remember whether she was amazing at that thing. But what I paid for, and what I received was a lesson in action of somebody who was prepared to lean back. And she was leaning back in all of her sales, which is why she was receiving and allowing so many.

And so the question I have for you, when you think about selling right now is... have you chosen to know that it's already done? And that does not mean that you do not take action. I know that there are people out there who tell you that you can literally go on your way to a million, and I'm not doubting that that is possible. Like I say, there are many ways to skin a cat. It's just that in my experience to date, I have not been able to manage that. So I don't teach on it. What I teach on is deciding to know, and then taking the inspired action. And I have seen it so many freaking times now, with literally hundreds of clients under my belt, I've seen it so many times... how a person who will have an idea, and they might be enthusiastic about the idea, but somewhere along the line, there is doubt that has infiltrated, whether this is the thing. And so even if it's a really amazing thing, the doubt, the lack of trust, or the lack of alignment in some way, shape or form sabotages the launch when somebody is so freaking certain from their head down to the tips of their toes, that what they are calling in is done, and then to decide on inspired action... from that space and energy, magic flows. I've literally seen someone go from a 4 grand launch one month to a £40,000 launch the following month. And the difference is their energy and the knowing and the choosing to create a product that is in absolute alignment with where they are. And I could completely go off on another tangent about the energy of the products, because that also matters. That really matters. That's going to be my next podcast.

So what I want to leave you with is have you decided to know that the thing that you are calling in? And it could be anything, but we've just been talking about sales and revenue today, have you decided that it's already done? Are you coming at things, life, business, feeling like you need to control everything? Do you feel that you are coming at things with that determined energy, with a desire to push through, or are you leaning back? Are you choosing to know whilst taking inspired action? Are you choosing to live in the flow? Are you choosing to release any one individual, any one launch, any one product from being the generator of your income?

The moment that you are able to do that you release the pressure you create space. And from that space, that is what is required for the intuitive hits to come in. It is such a beautiful dance, and it is really fun for me to share it with you like this. So my

friend, if you have enjoyed this episode, if we've had a couple of light bulbs go off, I would love, love, love for you to leave me a review ,and take a little screenshot, share it on Instagram, tag me, suzy_ashworth, so we can share the love, right, have an incredible rest of your day, or evening wherever you are in the world right now. And whatever time it is, and I will see you for the next episode. And please remember...

Faith + Action = Miracles