

The Limitless Life Experience Podcast Transcript The real thing that's holding you back

The minute we fail, like, 'yay, I've got it all figured out'. Something happens where the world says, 'you need to go back to school; and I'm okay with being a perpetual student.

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 just want to get straight down and dirty into it today. I want to have a chat with you about what is really holding you back, and I'm going to be straight up that the thing that is holding you back is the same thing that is holding me back. And if you, if that inner voice is saying, 'you what - there is nothing holding you back right now'. I really want to invite you to a, I don't know that appreciate is the right word, but certainly know that there are very few people on this planet right now who have done everything that they want to do. And I definitely have not done all of the things that I want to do. And when I get to the end of each week, it is very rare that I am like 'Suze, you completely nailed it. You showed up 100% in your purpose every single day, right. Personally and professionally'. And I know as I say that there might be a little voice going off in your head that says, you know what? That standard is way too high. Of course you haven't given a hundred percent of yourself, a hundred percent of the time. And there is a part of me that hears that that might sound like an impossible standard.

And as I say that, I really want to recognize that I am not the type of person who creates impossible standards for myself, and then flagellates myself with a big stick when I don't achieve them. That is not my bag at all. And I know that when it comes to making the impact that I want to make in the world, there are things that I could have done that I am still not doing, like write my freaking book, write my next book. I have been talking about writing my book for over a year. I know that that is a big part of - excuse the pun - the next chapter. And I haven't done it. Why haven't I done it? Well, it's not because I don't have the time. It's because I haven't scheduled the time, it's because I haven't created the time, but it's not because I don't have the actual

physical time to do it. I know how much time I waste on a daily basis just by looking at screen time on my iPhone. You know, some days the social media consumption graph is like off the chart. So I know that it's not about time. And honestly, it takes being really real with yourself when it comes to looking at what it is that you really want to do and how you are sabotaging yourself. If you want to make a change and I am openly acknowledging this stuff without judging myself... like, I'm not telling you this, and then making myself a bad person or an evil person or an inadequate person. There's none of that. But I am being honest because if I am not honest with myself about this, then I am never, ever going to be able to create the time and space for doing this important project. And it is important to me. And my mind, because it's so clever. Even as I am speaking this, my mind is saying yes, but you've pivoted in your business and you need to have more time teaching what you're teaching before you go on and write a book about this. And what's true. I mean, that is true. And if I'd have written the book last year about messaging in the way that I had wanted to do it, then I would still have another book right now. And that second book would still be helping me create more impact, even though I'm not talking about messaging in the same way.

What's interesting is, is that I am talking about divine self expression, which of course is messaging, but there's just a different energy, and a different vibration behind divine self expression and the word messaging. And so that changes the way that I communicate about it, but that's fine. That's not an excuse. It's not a reasonable - like when we're getting really honest - it's not a reasonable excuse to have not done the thing. It's just an excuse. So that's mine, what's yours?

What are the things that you have been promising yourself that you are going to do, forever and a day, that you still haven't done? And maybe the more important question is why haven't you done them? And again, it takes real honesty because I can say it's time, it's kids, it's being in Mexico. We've just had a pandemic. And the truth is - that I know people who, when they want to write a book... I think Pat Flynn did this - wrote the outline, took a week off and week off and just wrote the freaking book - in a week.

I absolutely know that it's possible for me to not have to take a week off and write a book in three months. So why am I not doing it? Why have I not done it? It's fear. And I can dress it up any way, shape or form, but it is fear. It's fear of it not being good enough. It is fear that it's going to take more work than what I really want to put into it. It is fear that people might judge me if it is not another Hay House book, it is all of the fears. And that's always the thing that holds us back from doing the thing that we say that we want to do. What if it doesn't work out the way that I want it to work out, and what's that going to cost me?

And so I want to put it to you today that that's a bullshit way to not live your life, just laying it straight on the line. And I like to give you the internal commentary, because what happens when I say things like that, which I know are really true... my mind then it lists all of the places where I am not honoring that. And it's hard to acknowledge, and it gives me a kick up the butt to get my shit together. And at the same time, I don't use the excuse of me not being perfect. I do not use the excuse of me not having this completely nailed to not share this message. Because it's in the sharing of the message that I am then activated to do more on my own front. So I can really say I am practicing what I am preaching, knowing that I'm always going to be a work in progress, knowing you will never hear me say, I freaking nailed this because... well, let me rephrase that, because I never want to say never, but I know from experience in many cases, the minute we feel like, 'yay, I've got it all figured out', something happens where the world says, 'you need to go back to school'. And I'm okay with being a perpetual student. I'm really okay with that. Also valuing the knowledge that I have accumulated and the experience and wisdom that has been generated through being on this earth for the last 41 years, and really dedicating myself to the mastery of, I don't know whether it's about conquering fear. I don't think it is possible to be fearless or at least that is not my aim. My aim is to walk alongside it. You know, we need fear, don't we... it's just that 99% of the time, we don't want that fear to be controlling what we do or don't do. When it comes to setting your goals. Are you setting them from a place of fierce empowerment or are you choosing to set your goals, your intentions, your targets, based on what other people think is possible for you rather than what you choose to know is possible for yourself? If you are choosing what other people think, then you're allowing fear to dictate your goals. How are you choosing to price your services? Is it in alignment with what you really desire to be charging? Or are you charging what you think that the market is going to pay? If it's the latter, then you are being run by your fear. Have you asked six people today for the sale, or is it your intention to ask six people for six people today for the sale, if it is not, and you are not currently hitting your revenue targets - why is it not? For most people, the reason that they aren't doing that six times a day is because they're fearful of being judged or they're fearful of getting the, no, I don't want to be rejected, it means I'm bad at my job? No, it means you're one no closer to getting a yes. The most powerful cliché phrase I have used again, and again, and again, since well... for the last 20 odd years. I really want to encourage you right now to get very real and honest with yourself.

When you think about all of the things that you have said, maybe not even all of them, maybe just the top three things that you have been faffing around with, and about, not doing the thing... the top three things, get real and tell yourself why you haven't done them. No excuses. And then I want you to ask yourself, are these things truly important to me? And if they are, I want you to own making the top thing on your list happen. Oh my God, I realised what I'm doing now. I am publicly

declaring that there is going to be a new book by the end of the year... Oh my God. How has this happened? Writing a book is important to me, and I am going to make it happen. So what I really really want you to do is I want you to commit to the one thing, I want you to take ownership of it. And I would love for you to number one, leave me evidence. So leave me your declaration on iTunes. And we will go through the declarations. I want you to tell me what it is that you are going to do. And I want you to tell me when it is, you're going to do it. And every quarter, because obviously this podcast is going to be listened to again, and again, and again... we are going to go back to this episode and we are going to pick one person to feature on the podcast once a quarter, who has responded to this declaration. So you put the declaration on the podcast, and then you email in at hey@suzyashworth.com when you have completed it. I love this. You email in when you have completed it and we'll pick one person every quarter to feature on the podcast. We are in this together. And my declaration is that we will have the book by the end of the year. So that gives me six months, more than enough time to get this freaking book out of my head, out of my heart, and into your hand. Are you excited?

We don't even know what the name of this book is yet, but it is happening. Yay. If you have loved this episode, please do me a favor, as I've already said, leave a review, but tag me on Instagram so I can share, share, share. And also you can let me know on Instagram, what you're declaring as well. That will also be fun. And tell your friend, let's get this show moving!

And remember that Faith + Action = Miracles