

The Limitless Life Experience Podcast

Transcript

How I decide what to say yes to when it comes to high ticket offers

This year, without any shadow of doubt in my mind, I can directly say because of those investments that I made - so in excess of 120,000 pounds - I am going to hit 7 figures this year.

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'm not going to lie. The vibe is high today. I'm not sure why I would lie about that, but I want to bring you into how I am feeling. It has been a glorious couple of weeks in Valencia. We are settling into our new home. We have got furniture on order. I am hoping beyond all hopes that we are going to be able to open a bank account soon so that we can get the internet fitted at our house. So then I will not need to travel into this coworking space every day, which to be fair is an incredible space that I feel hugely grateful to have, because it means that I don't have to lose my shit and my kids, but it does mean that I'm doing longer days than what I am used to doing when I fall out of bed into the office and then fall out of the office into the home at the end of the day. So it has been interesting to observe those long days and just how it makes me feel.

But today we had a little bit of excitement in the fact that I got on the Metro for the first time. And I don't know why, but it always feels like such a big deal when you get on public transport in foreign countries. And it is difficult enough when you're doing it in somewhere like the States where you can actually read the language, but you still have that same, like a heart palpitation, anxiety induced, feeling, fear that you get. When you look at the subway map and think I have no idea what you're trying to communicate to me right now. And so when you add the barrier of not actually being able, but to speak the language, it makes me scared. And I feel like it's really different, important for me to share that because I know that there were some people who listened to the podcast or who are in my world and feel like, Oh, I bet she never feels afraid, but she never feels fear.

And the truth is I feel it all of the time, even when it comes to things as innocuous as getting on a bloody Metro for the first time, I do absolutely feel the fear. I just don't allow it to paralyze me in the same way that some people do. What I did today to deal with that feeling of angst was listen to the queen. Yes, queen Beyonce, me and her, I put her on about two stops out from where I was getting off. And then I listened to it for the whole 15, 20 minute walk. And I was just driving, and vibing, and just feeling the beat and listening to the words and listening to her to say, it's time to shine. It's time to shine already. And I was like, yes, Beyonce. Yes, it is time to shine. And so I am bringing that vibe with us to this episode.

And today I want to talk to you all about what happens, the thought process behind a yes, when it comes to yes, me investing in high ticket offers. But also I know that it's the same process, whether it's me investing in a coaching program at 30,000 pounds or one of your clients investing the most that they have ever made when they're investing a thousand or 2000 pounds and these fields, it was really important because I've said no to a couple of offers that have come in my way over recent times. And it got me thinking about, am I saying no, from a place of discernment or am I saying no, from a place of scarcity? And as you know, polarity exists in everything. So as soon as I stopped thinking about why did I say no? And where did that come from? I can't help, but think about why do I say yes. And where does that come from?

So we're going to talk about the yeses in this episode, and then I'm going to bring you another one on scarcity versus discernment when people are saying no. And the reason that this is all really top of mind for me, and I'm kind of picking it apart in more detailed than what I have done for a while is because I'm excited to be bringing you five days of free coaching in my energetics of High Ticket Selling, which is coming up on the 17th of August, 2020, which at time of recording, this is just a couple of weeks away. And I am feeling jazzed about it because yeah, whether you are selling something that is a thousand pounds, really, when I talking about high ticket, I'm talking about anything from 2000 up. So whether you're selling something at 2000 pounds or you are creating your first very high level premium offer... the thought process for the yes and the no is very, very similar, regardless of what end of the scale somebody is investing in.

And when you have a better understanding of that from a sales perspective, and then you implement the tools to be able to support people in working out, is this a yes for me right now? Or is this a discerning? No, for me right now, when you can support somebody powerfully in that process, you become a better coach. It means that when, for the people that do say yes, and your coaching actually gets going, you are able to support them in their growth by really being able to hold space and understand what is being said, even when no words are being communicated.

So with all of that being said, I want to start with busting a myth around if it's not a hell yes for somebody, then they shouldn't be in your program. Or if it's not a hell yes for you, then you shouldn't be investing in someone else's program. Last year I spent in excess of 120,000 pounds on different coaching packages. And I don't think that there was a single program or event or VIP day that I signed up to that. I was like, yes, let me grab up my checkbook. In fact, every single time I said, yes, it was sweaty palm inducing vomit in the back of my throat. Often, not just for a day, but for days on end, as I thought to myself, what the actual fuck are you doing?

As I thought to myself, what the hell is Jerome going to say? If he knows I've just dropped another 30K on another coaching program, what's he going to say? And none of those decisions were easy. And I am so, so, so freaking grateful that this year, without any shadow of doubt in my mind that I can directly say because of those investments I made so inaccessible 120,000 pounds, I am going to hit seven figures this year, but the two are totally related. And what is interesting is that I invested in some tactical courses and programs, but I also invested in understanding energy, understanding my energy and taking my mindset and expanding it into a seven figure entrepreneur. And I needed support in order to do that. I wouldn't have, I just wouldn't be here. You wouldn't be listening to this if I hadn't had that level of expansion.

And so it feels really good, but I want to bust the myth that it was easy for me to make those decisions. The reason that I found those decisions difficult is because it was a stretch for me financially. And the reality is that when it's a stretch for me financially, it's a stretch for my whole family. There's no backup plan. There's no plan B. There's no money coming in from any other source. So if I mess up, and I don't step up for myself, God, everything crumbles. And so I don't want you to think, because I talk about these big numbers and the fact that I'm going to hit seven figures this year, that last year, and this year that just committing to 30,000 pounds was easy for me. It wasn't at all, but that's why my business has expanded because in order to make a decision in order to say yes to something that makes you feel sick because of the level of commitment that you are making.

And it's really important to say that the level of commitment that you're making isn't to the program, it's not to the coach, it's to yourself. When you are making that level of commitment to yourself, and you are saying categorically, it is a nonnegotiable that this is not a success for me... You immediately start to view yourself differently. You immediately start to show up in your business differently. You immediately start to work with your clients differently based on the fact that you have become the type of person who is really ready to go all in on themselves. And I see this, I've seen it with myself, but I've seen this with even my most recent client. In fact, I've had it another

one-to-one who has taken all of my one-to-one slots until March, 2021, by the way, how exciting is that? But my, the second to last person who signed up, she could have vomited.

She could have vomited on the call and she signed up, even though it was a stretch, even though she didn't have the money. And within four weeks of her signing up, she had more than doubled her own rates and signed up three clients. The last time we'd spoken at her higher rate with another one on the boil. When prior to that, she was barely able to sign one person a month, paying less than half of what she is charging. Now, what changed? She did the moment. She said yes to herself. The moment she knew that she had a payment plan, that she was going to be able to pay every single month or without exception. She changed the way that she was showing up in her business.

And so the reason isn't it, this is so, so, so important is that when somebody like me talks about energy and how does it feel and how does it make you feel? Often people misinterpret a feeling of negativity, a feeling of contraction, a feeling of wanting to format with the idea that it's a, no, this is, I feel terrible right now. So it's a, no, I want to say no. I know that she felt terrible. She said, yes, they should also be a tinge of excitement. But I also know that I felt terrible when I said yes to all of my things. And one of them is really sticking out in my mind. And I did literally have vomit in the back of my foot for two days. It was one of the best coaching decisions that I made. And so I want you to understand that when you are expanding and you are not settling and you're not going for the easy option at today, if it doesn't feel tight, if there is no contraction that at all, I questioned whether you should be actually stepping up to another level to accelerate the speed at which you are going to expand. So that is the myth that I wanted to really bust before we get going.

So why do I say yes, the first thing is really the value. Being able to see the value to me in the present moment, and being able to see the value over time. But the value in the present moment is... how much does this mean to me right now? When somebody is not motivated, when somebody doesn't have the desire to really make a change, to really step into something, it's because they value where they are more than they value the transformation that is possible if they continue to show up for themselves. And there is nothing more frustrating than sitting opposite somebody, either in person or online and knowing that you can help them, but also really realizing that they don't value the transformation that you are offering right now. There's nothing more frustrating than being able to see that, but you will save yourself so much time and energy by being able to choose in and assess where that person is at.

Now, there are a whole range of different questions that you can ask somebody to guide them into whether that is a surface not valuing or whether they deeply don't found you. And we always want to make sure that we are taking somebody to that deep place rather than accepting the first answer, which is always 99% of the time of surface answer. And so by asking the right questions and being able to guide somebody into deeper, in quite deeper, self-inquiry, that's a really, really powerful way to coach somebody. And that is what you're doing. You're coaching the transformation in that sales conversation. So the first thing that it's really important to me is, do I see the value? Is this important enough to me right now in order for me to say yes?

The second thing, and I talked about value over time. What we're really talking about is return on investment. So are you able to explain how somebody is going to get a return on investment on the money that they spend with you. And it's because of this element that many people say, unless you're a business coach, you can't earn good money. And that isn't true. When you are not working in cash, you still need to be able to put a value on the transformation that you are coaching. So if you are relationship coaches, somebody is coming to you on the brink of divorce. How much is it worth to that part in order to be able to save their marriage? Some people would say, well, actually, yeah, I'm done. It's not enough. Sorry. Bye. Okay, great. They don't value this process as much as they do separating. Great. So they can't see, even if they do stay together, that this is going to be worth it, but for the person who still deeply loves their partner, but has grown apart and really wants to find their way back, they might say is priceless.

What it is that you are offering. And so then therefore, if I feel convinced that your strategies, your techniques, your services are going to help me get back on track. Of course, I'm going to pay 10,000 pounds for this because my marriage is worth so much more than that to me. And so through your content, through your questioning, you need to be able to determine how much the transformation is worth to the person before you speak to them. And so for me, that's the internal process that I am going through how much? So when I said yes to investing in Necker Island so much of that was about community. It wasn't about me thinking that I'm going to be able to get a direct return investment, because I'm going to do five joint venture partnerships with people. No, it wasn't that at all. It was how much value do I put on being with a group of multiple six and seven figure entrepreneurs and Richard Branson on an Island for four days, how much of a value do I put on having access to the way that they think about business, the way that they think about life, the way that they think about wealth creation, how much value do I put on that? Okay. Yeah, absolutely. It's worth, even if I were to just do the Island and actually it's not just the Island at all, but even if I was to just do that, would it be worth 30 K? Yeah, it would. It would, to me because I understand that being in the energy of not just one person, but a

community of people who are thinking about problems in a different way to most people who are not operating their businesses at that level is, is priceless. And so that's how I can make that decision that I know being in that space, my, my own expansion and my business expansion is inevitable without doing a course, without doing a program. It's just about being in the energy and having those conversations.

And then finally, it's the energy underneath the numbers. And so what do I mean by that? It's about putting the numbers aside and asking myself if money were no object, would I want to be in this space with these specific people, or would I be happy, just as happy being in a different space with different people. And this is where the power of relationship comes in, when it comes to building your business, the more you are able to build relationships with your dreamboat clients, prior to you having a sales conversation, the better when you are not delivering and a unique solution to their problem. So Necker is quite a unique solution. I didn't have a huge relationship with Natalie MacNeil who runs the mastermind beforehand. I'd seen her and I'd seen her work. I didn't have a relationship with her at all, but she's offering a pretty unique solution. I think it's the only all female group that go to Necker. And so that was good. That was, that was powerful. Also it came through a referral. So I got referred by somebody that I know, love and respect. And so again, the relationship with the person who referred me was a powerful tool in helping the yes, because by proxy, I then have a little bit of insight into who Natalie is going to be, how she works in the world. You know, what her values are based on the relationship I have with the person who referred me. So for me, that piece is really, really important. Like energetically, do I vibrate with this specific person? Do I feel bonded to this specific person? Even if I haven't known them for years, even if I've just been through a five day challenge, even if I've just had a masterclass energetically, do I feel that we are a match? Do I like you? Did they like you? Do you like that? If you are vibing on the same frequency and for me, if I'm viable on the same frequency as somebody, then it's yes. And of course there are all the considerations that come into play, or at least there are words that people say that make this, um, that you will say that don't fall into this, but actually when you strip it back, when you look underneath, what's being said, it comes down to, does the person see the value in this? Does the person think they're going to get their money back from this? How quickly are they going to get their money back from this? And is the person an energetic match for you and for the container.

So if you have an example that you don't think fits into those three categories, I would love, love, love to hear from you. And if you are interested in going deeper with the energetic side, because I think that it's so easy to get stuck on the practical pieces, without realising who you need to be, to be able to hold the space for people stepping into a higher ticket purchase and who you need to be in order to feel okay with asking for that high ticket purchase that comes, that it's so much more important

than being able to talk about. If you've booked five clients, then you're definitely going to get your money back.

Then you should come and join me for The Art and Science of High Ticket Selling.

If this has been a value to you today, please let me know. I love getting told, tagged on social media. The number of listeners is going up by the day and it's because you are sharing the love. So thank you. Thank you. Thank you. Thank you. Thank you. Please keep on doing it. If you want to hit me up with a review on iTunes, I will love you forever. And in the meantime, please remember that...

Faith + Action = Miracles.