

The Limitless Life Experience Podcast

The Convo About Aligned Goal Setting with Laura Husson

Transcript

You know, I need to stay up late to hustle. I need to do all the things and it was just like a vicious circle. And now I know that when I prioritise me and my energy above all else, everything else falls into place.

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.

Suzy:

Welcome, you gorgeous human being to the Limitless Life Experience Podcast with me your host, Suzy mother trucking Ashworth back in the house. And guess what? Guess what, my friend? I've got something special for you today. I have got my friend, colleague, peer, Laura Husson in the house. We are about to drop some truth bombs for you. Welcome gorgeous, Laura, how the devil are you?

Laura:

Oh my goodness. I am so good. Thank you. And I'm so impressed by your like, I mean, this reminds me of WWF wrestling, style intros and buildups, and I'm like, Oh, I need to work on my self-created jingle game.

Suzy:

Yes. Because you're about to relaunch your podcast aren't you?

Laura:

I am. And I'm actually, I mean, this I've been finding myself saying, Oh, I'm relaunching the podcast. Actually. That's not even true. I'm not getting a brand new podcast. And that has a whole different energy to it because I was back and forth. Do I just pick up where I left off and change the brand? That's been a whole thing.

Suzy:

Yeah. It has been a whole thing. And actually, this just takes me right back to the beginning of our friendship and our relationship because there have been so many

changes and evolutions and expansions for both of us, since we got to know each other six years ago in Lucky B.

Laura:

Yup. Oh my goodness. And I wish I had all the version numbers.

Suzy:

So I don't want to go all the way back, but I am in general. I am interested... when we first met, you were the website girl, and I am curious to hear how you got started in the website world.

Laura:

Oh my goodness. That is not what I thought you're going to ask me, but yes. Oh my gosh. So, well, this is, it's quite hard to start it without going all the way back, but basically my whole online business, which did start in 2009 accidentally because someone said, Oh, do you do blah, blah, blah. And I was like, no, but I could. And kind of everything has gone like that ever since. And the websites were no different. I was, I think it was like 2012, 2013 and yeah, 2012, I think. And what was happening was I had started accidentally on maternity leave an online retail business. That was never my passion. And, but I loved the buzz of it. I loved, I'd always wanted to have my own business and I had my own business and it was really loved. Let's put it that way. I'm not going to say successful or profitable necessarily, but it was really loved. And it grew a really big following very quickly.

And I ended up selling that business just because retail was never my jam. And I was pivoting all over the place. People would keep on coming to me and saying things like, could you help me? You know, you've built your thing on Twitter. Could you help me how to do that? Oh yeah, I guess I could. So I started consulting over Twitter and then it evolved from there. And it went like this, a few iterations through until one of the ladies who I'd met when I was on maternity leave through a mom and baby forum just came to me and she runs a PR agency and she just came to me. She was like, I am getting quotes to build my new brand, my new website. And I'm pulling my hair out. She was like, I keep showing them your websites. Cause I'd built several for all the different iterations by this time. And she was like, keep showing people your websites. And they keep giving me these huge quotes and the mockups are given me aren't right. She said, could you just build, you know, do you do this? And I was like, well, not really, but I guess I kid. And so at that time I was a single mum and I had no real clear vision of where I was headed. And it just felt like, well, this is something I do know how to do. I am really good at it. I do love doing it. And I was going to get paid in what fell at that time. My goodness. It's funny looking back. But at that time felt like a lot of money. And so I said, yes. And then from there it kind of just kept going because obviously once she launched, there was a buzz and yada yada yada, and then in 2013, I was in a new relationship and my - he's now my husband. So I'm just going to refer to him as my husband.

And he was working such long hours in his job and he was so technical and I was like, well, you know, I'm sure that if you can do what you're doing, he was working in CGI in like movies, like the Hobbit and like really big technical. Yeah. But like hours and hours and hours, I think he did 126 work hours one week on a deadline. And I was like, this is life is too short for this. And I'm sure if you can manage this level of detail, you could manage your way around WordPress. So he came into the business and then from there, it was really a case of, you know, wow, the shit hit the fan quite in a drastic way, very shortly after. And we just found ourselves having to hustle to get a few clients to get away out of a bit of a hole. And then it just built and built and built from there, we built a really solid reputation. Everything was incredible. It looked amazing and glossy on the outside. And the only thing that was going on for me was, you know, this is one of those things where it's like, well, it should be feeling amazing right now. And the truth was, I was just kinda like not really into it.

Suzy:

There's a lot in there. Laura. I want to go back a little bit. Cause you, first of all said that your first business that you sold, you said I'm not going to say that it was successful. And then you said not profitable. I'm wondering which one was it? Or do you count the two as the same. Are you not saying it was successful because it wasn't profitable or are you saying that it was successful, but it wasn't profitable? What did you mean?

Laura:

It wasn't successful or profitable. It had, it grew and attracted a lot of media attention. Cause I was doing a lot of fundraising within it and that was really successful. But as a business, um, it wasn't a success. It was chaos. There were no systems, no structure. I didn't know what the heck I was doing. People's orders were all over the place. It was a mess.

Suzy:

So can I ask you, how do you measure success right now?

Laura:

For me now success is really getting the stories of what is happening in people's lives as a result of the work that we're doing. Yeah. I love that. And that is worlds away well away from, Oh my gosh. Being the website, girl and success was getting a client to agree that the project was finished. Can we just sign this off now? Can we do it now?

Suzy:

I am curious what was the shit that hit the fan after Chris joined the business?

Laura:

Oh God, I don't even know if you know this story. You probably have heard it at some point, but um, Oh gosh. When was this? He said he joined in May. He had his first handful of clients. Best him. He'll kill me for saying this. And it really did take him a long time to get into the swing of working from home. And so it took like something like six weeks to build the top, like two inches of somebody's website. And it was all like, Oh, this is, you know, this is, this is a thing. Anyway, what happened was in the September, we actually got married that same year. And we split our wedding between having the legal ceremony in New Zealand where his family are and our wedding wedding, where we did our vows and rings and all of those things here in the UK. And as we were saying goodbye, we were saying goodbye to friends at dinner the night before we flew back to the UK and my dad texted me and said, safe flight.

I was like, thanks. We fly tomorrow. It was really weird. And I was like, he's usually really on it. I couldn't understand. The next day we turned up, we flew up to Auckland and then we checked in, went to check in for our flight to London and they were like, we don't have you on the list. I was like, what? Please check again. I will let know we don't have you on the list. And then when they checked further, our flight had, we'd been on the flight 24 hours earlier.

Oh yes. So not only, not only did we turn up 24 hours late for our flight, but this was also the year the LM was starting the first day of school, like just hours after we were due to land back. And so I was, Oh, at the anxiety. I can always taste it again, recalling it. Now we had no money at that point. Like Chris that morning in New Zealand had received a check for a tax return, which we paid in the back into the bank on the way to the airport. I had no savings, no cushion, and no credit cards with any capacity on them. And flights from the New Zealand to the UK to buy new flights were like 10 times the price of the return ticket from London. It was obscene. My dad was like, well, I'll help. You know? And then the travel agent was like, no, we can't take credit cards over the phone. It has to be in person. Oh. And Chris was like, well, I'll just have to stay here. We'll just have to fly you home. And I was like, it's our wedding. Oh, it was just so horrible. So we went and checked into this scuzzy little motel that was all we could afford at the time. And Chris just fell fast asleep. We had two flights on hold at an obscene price. And Chris just went to sleep as men tend to be able to do.

I was just sat up and I was feeling sick. I was like, this is not, not happening. I'm just not, you know, I didn't use this language at the time, but I knew, I can recognise now, you know, I just wasn't available for flying home solo. And so I went into one of the big Facebook groups that you and I were both in at the time. And I was just really transparent. I was like, here's the, this is what's happened. My hands were shaking and said, right. We will take five website clients at this crazy low rate, but you have to pay in full within the next like six hours. And by the time Chris woke up, all five had

booked and we had five new clients which went on to literally catapult us into an awesome business. And we both managed to get those flights home.

Suzy:

I love this story I never had before. I love that so much because I think that it demonstrates exactly what is required of any successful entrepreneur in business. Full-stop, this story epitomizes what is required of you when you go into business for yourself. And ultimately what we're talking about here is when your back is up against the wall, when everything looks like chaos around you, when you have a business selling anything... is being able to bite the bullet and say, I am, I am, I am doing this. This is what I am going to tolerate. And this is what I'm going to attract. This is what I'm going to do. And by God, I am, I'm just going to do it. And the universe has to deliver because I've decided, you know, that is how it works. And I think that some people... so when people talk about entrepreneurs being made or built, I do think that some people have that innate, that just kind of intrinsic get up and go and tenacity within them. And I think that others, and this is where hopefully you feel good to everybody who's listening, who doesn't feel like that they were, they were made others when the shit hits the fan and the backup it back is up against the wall. They find it from somewhere, it comes from somewhere. And that, like you just said, that is the thing that catapults them. That is the thing that gives them the evidence and the confidence to keep on going.

Laura:

Yes. It's so true because it's those moments where you don't even have time to get stuck in your head. Right? Like, I mean, talk about a deadline. We literally had six hours to decide and commit to these flights in order to get home before Ellen started school. And that was my main priority. It's the ability to dig deep and get resourceful and put all of that. Like, what will people think? Am I breaking the rules? Is it okay? You know, all of those, like self-doubt things that we usually get stuck in or so easily get stuck in... to the side because the need to be resourceful. It was like survival instinct.

Suzy:

Yeah. And I think probably a really important part of that story is that your, it wasn't life or death, but this was about you being there for your daughter or not.

Laura:

Yeah, it really was.

Suzy:

You know, it's like, I am either I've been away for how long have you been away for a week? Two weeks?

Laura:

No, I'd been away for five weeks. I'd never been away from her for such a long time. Yeah.

Suzy:

Yeah. You've been away for five weeks and you're on the other side of the world. And it was like, are you going to be there for when she starts school tomorrow or the next day or not all you, you know, and I just think that that is the thing.

And it's a shame that often it takes somebody to be in inverted commas that desperate, or have that big of motivation in order to do the thing that is within them already, but you needed a reason.

Laura:

Off the back of that... This is a very different conversation, but the same thing, I mean, I've been in this situation in multiple disguises for years ever after, but I think part of it is that I seek this out. I kind of buzz off this kind of like, it's go time. But the one that always comes to mind for me was such a wake up moment was when I was contemplating, I think this was like 2018, maybe 2017, somewhere in there. And I was contemplating joining a mastermind that was like a \$30,000 investment.

And I was like on the call feeling it out. And Chris, my husband was sat in the background, go and say yes, say yes, say yes. And I was going, I don't have \$30,000 sat in the bank right now. And he's like, say yes and we'll figure it out. And I was like, Oh my God. And then what occurred to me was - because I started going down this light anxiety of like, how am I going to create \$30,000 in this amount of time? And then I was like, wow, actually I'm not ruling myself out of this because I know if I really needed to, I could make that happen. And then the question became, if I know I can do that and pull an extra \$30,000 out of thin air, why am I not doing that every month in any way?

Suzy:

Was this with Kendrick's mom?

Laura:

No, this was the Necker mastermind.

Suzy:

Yes. Yeah. Okay. Fine. Not that it matters. It doesn't matter whose mastermind it is, but that is such a powerful light bulb. And I think I had a similar thing and I was in a coaching call with one of my energy mentors, and she asked me a question and I had the realisation that I know how to make money. I know how to make money. I just said it over and over a couple of times. And it was that spirit of the sentences that has changed my life because when I realised that... same as you, like, if I know how to pull \$30,000 out of my backside now, why can't I do that every single month? It changes you. It changes the way that you show up. It changes the way that you ask for the sale. It changes your offers. Your energetic architecture is changed in an instant when you have those light bulb revelations.

Laura:

Yeah. It's so true. And I think it's funny that you mentioned Kendrick, because I believe that that was the first time that I really experienced that. Like I know I can make this happen vibe at a larger scale because the flights, while the flights was quite an impactful hit at that time, I mean, it's all relative. Right. But I was not far on the other side of that experience when the Kendrick coaching opportunities came up. And so for context, for people listening, who don't know all this ins and outs, it was, I think from memory, it was a \$20,000 investment. And she went into a Facebook group. I was in and was like, I feel like there's one spot left. And I feel like it's for somebody here. And I was literally like, it's me, I'm the chosen one. I was so sold on that being my spot. And I remember going for walk with my dad on the beach and saying to him, Oh, this is what's happened. This is what's come up. I don't know what I'm going to do. And I was just expecting him to kind of go, Oh my let, cause obviously people in the real world, the idea of spending \$20,000 on somebody else just giving you their advice sounds like crazy talk. And so we're walking on the beach and he was just like, well, do you pay it all at once? And I was like, well, I can pay it in monthly installments. He said, okay. He said, well, do it say yes, he's like, I'll back you. He said, if you planned to make the payments and if you can't, you can use my credit card. I was like, Oh my gosh, I'm doing this. And the amazing thing was just that, that knowing that I was safe to make those payments, I never needed to use his credit card.

Suzy:

Yeah. What about the people who don't have somebody staying or back?

Laura:

Hmm. Yeah. Well, I mean, there's been several times where that has not happened. Like the flights, for example, there was, you know, while dad did say it, he couldn't do it. So it was like not being told it, and also, God, I feel like a real money drama queen right here. Cause I'm about to share another one. Remember when I came back from Vegas to a surprise, extra 30,000 pound tax bill. Yeah. Nobody was there to back me then. So this was, I came back in the November and the tax was due at the

end of January. And it was an additional 30,000 pounds than I had been expecting. And again, it was another one of those moments of just like, Oh my God, I'm going to throw up. Like, I think I might die. I want the ground to just swallow me and so much shame and so much fear and Oh, the whole kit and caboodle.

And again, it's like, well just take a deep breath. You know, like what is actually going to happen? You know, it's money. What is actually going to happen if I can't make the payment? Or what if I really wanted to, you know, if it wasn't a tax bill, cause obviously tax is not something that we get to choose whether we invest in or not. You know, if it was a coaching thing and I was a deadline, I just have to make the choice and know that I am always supported. And so with the tax situation, that was the first time really where I was able to place myself in the future beyond just in my imagination and just in my mind, place myself beyond the successful resolution of that.

And then just look back to now and feel like, Oh actually, it's okay. I'm still breathing. I'm not in jail. Everything's fine. And you know, knowing that there was a solution to find that allowed me to be able to pick up the phone and call the tax office, put a plan in place that felt really good to me and to move on with my life. And so, and it's the same for, you know, if I'm considering any kind of investment of any size - and like I said, it's relative scale - it doesn't matter whether it's big or small really, if you feel like you don't have the money, you won't have the money. And so it's that decision to know that you are the type of person who has the capacity to make that happen that allows it to show up.

Suzy:

I have been talking about this. I have been writing about this today and I was speaking to a client yesterday about it. And it's about identity depending on who you think you are as an individual that determines everything that you do.

Laura:

Yes. And I mean, the thing is, you know, when we look even at the light logical levels of change, it's like purpose. So when we look at like logical levels of change, that that model it's like identity is right out there with purpose. And so when we make any change, that's below that, like the doing things and trying things... it's temporary. And that's where we like have that burnout. You know, I know that feeling of like, okay, I'm going to try and be the person that can do all the things and, you know, be this and duh, duh, very masculine push energy.

And then when I actually sit back and I'm like, actually, do you know what? When I just tap into the kind of person I want to be, and I make that change in my mind first at that identity and if possible purpose level, and it feels his down for everything else, it makes it easy and permanent.

Suzy:

It filters down.

Laura:

Yes it filters down. When you go for those high levels, it filters down and makes everything so much easier and permanent.

Okay. So

Suzy:

Okay, so we need to talk about, because the language that you are using is so different from the language that you used to use, and we used to use together when we started chatting on Voxer. And I think what's really interesting. You said, Oh, no, people are going to think I'm the money drama queen. And what is interesting is that when you, since you have stepped into your purpose, since you have a better understanding of how to consciously create your environment, both personally and professionally. And you said something earlier on about being able to visualise the end result, then come back to the present moment, knowing that it was already done, knowing that you were fully supported it since you've become a master at that, that things I think as your friend has drastically changed throughout every single area of your life.

Laura:

1000000%, like it, I'm constantly talking to Chris about this and saying, you know, like, Oh my gosh, remember when, you know, remember when it was so hard. I remember when I was so consumed with like, what do I do next? What do I do next? And now it's like, I know exactly what's happening next. I know exactly. It feels much more graceful. You know, it's like, there's so much more grace and ease in the way that I am and the way that I am that nothing else really matters because I just know that the next step is coming. And when I feel cloudy or vague, usually it's not a case of like, okay, well I need to start hustling and doing all that again. Usually, it means I need to go to bed earlier, I need to start taking care of myself on a different level. And so my attention is now way more focused on things. I never even used to count as important. They just were things that I was like, I don't have time for that. You know, I need to stay up late. I need to hustle, need to do all the things. And it was just like a vicious circle. And now I know that when I prioritise me and my energy above all else, everything else falls into place.

Suzy:

People don't believe that.

Laura:

No, they don't.

Suzy:

People are like listening to this going, yeah alright Laura.

Laura:

I know it's so annoying.

Suzy:

When you share a launch strategy. So you wouldn't necessarily do this, but I did this in my business. I will share a launch strategy with somebody. And I will say, this is the strategic piece. And if you do these pieces, like we know that this works and iterations of this work. But the thing that you have to get familiar with to start with is your energy is the being the type of person, the thing that you have to do first, it release the beliefs, the stories, the things that stop you from being the type of person who is going to have a, you know, six figure year or a six for the launch, whatever it might be. And they go, yeah. But is there anything else I need to know about the strategy?

Laura:

But what about my abs?

Suzy:

But what about the funnel? Please for the love of God, will you listen to me when I say to you that there are 1,000,001 ways for you to do the practical things, you can do all of the practical things wrong, but when you know who you are, when you step into the identity of being the person who is a success, it's weird how the universe will shift around you to make anything possible.

Laura:

Yeah. And so fast, like so fast, this is the thing that people always say to me, but Oh, it takes a long time and it's all right for her because she's already got like 10,000 people following her on Instagram or, you know, they've already got a budget for hiring help. And you know, a lot of that... that makes me sound like, you know, I'm making out that everybody's winging at me. It really isn't like that by. I hear that. I hear that. And I, and more than that, I was that person. You know, that's the thing, it's like, this isn't even about other people. This is like, this is who I was before the shift. And you know, that we've had many a Voxer exchange where I was whining about like poor me.

Suzy:

I think what's changed... and I say it too, I don't say actually we'll look at the time, but I've said it to you recently. It's just the level of drama has just dissipated and so it's amazing. It's so amazing to witness how much you have grown into this person. Now I need to go backwards. And we are going to tell people what you do, that we tell people what we do, what you do before the end of this episode.

However, the thing that's coming up is, you know, your number one value is trust. And you've known that for a long time and on reflection, you have lived that for even longer than you've consciously known it. You have shared the story before about you leaving your ex partner, your ex husband and leaving your teaching job and really not knowing and just having trust as your net basically.

And what I am curious about, because when we talk about the looking after yourself and energy and alignment and knowing that you don't need to hustle, knowing that you don't need to push, push, push, push, push, knowing that you can do that. You can get some results from doing that, but that is really not freedom. That is not the limitless life experience. And we are all for the limitless life experience, which means that we are not pushing with time in order to not push, you have to be in trust.

What do you think is the difference between you who knew that trust was important and did live your life in alignment with trust, you took action that really, you had no business taking action based on what was going on around you, and things always worked out eventually. But as we were just saying, often there was a lot of drama around. So what's the difference between trust then and drama, and trust now I know drama?

Laura:

Surrender.

Suzy:

Wow. One word.

Laura:

Wow. Who am I? I never thought I could answer a question like that.

It really is surrender because like you said, you know, I have, I have lived my whole life, knowing that trust was calling me and being in resistance to that. Because if I trust what I feel, this means I'm going to upset people or not be accepted or, you know, all of the all or things that we don't want, all undesired results. And even when it came to, you know, the day I left my teaching job, that was so ridiculous. I literally walked in school that morning, knowing I was planning to leave probably six months, maybe a year. And it was like an out of body experience. And I feel like that was the first time I really was in surrender to trust where and that well, to be, to be really

honest, I think the first time I was in surrender to trust ever was, giving birth to Ellen because I really, she was undiagnosed back to back and we didn't know until literally her head arrived and the midwife was like, Oh, there we go then.

And I had to be in so much surrender to that experience because again, I wouldn't use this language at the time, but I had already decided I was a million percent unavailable for any kind of intervention. It just wasn't something that I was open to, and not in a like I put my foot down and I refused way, but just like, that's not how I see this going. This is not how I want this to be. And it was really, you know, it was long and it was exhausting, but it was beautiful. And that was a real payoff from that. And so since then, it's been kind of an experiment into an and now, I mean, it's really my filter and any time things feel hard or feel something, you know, undesirable. I will just check, am I in, am I in trust? You know, am I in trust right now? Or am I not? And there's no gray area there. I need the trusting or I'm not, I'm not a little bit trusting. It's a switch that's on or off. And so it's the surrender to being available for trust in all situations, even when I have no idea what the outcome might look like that has made the drastic change.

Suzy:

Okay. There is so much juicy stuff in here, so I want to go deeper. Um, so the example that you use, as soon as you started speaking about surrender, and I was thinking about the first time I surrendered, it was in labor with Caesar. And what was interesting is that I had a midwife come in during my birth experience, who did not trust me or the process that I was going through at all, because I was using hypnobirthing. And she basically said to me, if you want to have this baby, and you want to have this baby at home, you need to be in a lot more pain. So go to bed, have a paracetamol. And I had decided that I wasn't going to use any medication or anything at all. And so her saying, go to bed, have a paracetamol and call me when you're in pain. It really changed the game for me in terms of my ability to trust and surrender to my body. Now, the positive thing is that I did go to bed. I did have the paracetamol and I think two hours later, my surges got really, really strong. And two hours after that Caesar was born on call in the pool, which was incredible - at home.

But I am thinking about all of the women, particularly those who did hit my birth thing, because that is obviously my background who made the decision that they wanted to have a calm, peaceful home birth or intervention free birth, who didn't end up with that experience. Because when I listened to you saying, I just decided that I was unavailable. I think that there were many women who would say, but I decided that I was unavailable for a different experience and that's not what I got. So what's the difference between your decision and their decision?

Laura:

Yeah. And that is definitely the trust. You know, that it's like the, when I decide I am met and it's not in... and I want to be really clear that it's not like diva vibes. It's not like I want this over there. And I want that to be like that. There's like a surrendered

manifestation of the end result rather than the steps and all the details and all the in between pieces.

So the end result for me was holding my baby without drastic recovery required. And that was the vision. That was the vision I was holding on to. And I was in not only in trust of myself to make that happen, but also in trust of all the people around me. So with Ellen, I was planning to have a home birth, but because she was so overdue - and actually I think she came at 14 days - and while I was in the overdue stage, they changed the, um, whatever it is, guidelines or whatever, from 10 days to 14. And so in 14 days, they wanted me to come in for all the things. And fortunately, I woke up on day 14 in natural labor. So everything worked out step by step. I mean, it was so much evidence for me of like, yeah, it gets to be like this, you know, it just gets to be like that. But you have to not only trust yourself, I have to trust the people around me to share that vision with me. And so it was communicating that vision in a way that was not here are my demands. It was like in an ideal world here is how I would love this to be. And I trust you to know better than I do.

Suzy:

Oh! You just triggered every single birth worker who listens to them. Everyone's going no better than you, your baby, your body. I think it's interesting, and what I'm really hearing outside of that, is that what you envisioned was the end result. And so, whether the vision for the whole birth experience was in the water home birth, it takes five hours, et cetera, et cetera. None of that is what we're really talking about.

Laura:

No. And because it definitely the in between was definitely not what I would have ordered.

Suzy:

And is the thing. And maybe this turns it all upside down, is I believe more than ever that even the end result when we're living a truly surrendered life, that even the end result is not something that we can dictate. No. And when we are in full surrender, it is learning to accept whatever is we are presented with and know that that is the highest good of all. I mean, that is the intention that I'm beginning to set more and more that the outcome is in the highest good for me, for you and for everybody that I come into contact with. And so whilst I might have a preference, releasing the preference is really the art of true surrender.

Laura:

Yes, it's so true. And I think the, um, you know, it's about, for me, that my experience has been, and it still is. It's about empowering the people around you to own their part in whatever's about to happen. So it's not all on me forcing it to be one way,

right. It's like, okay, here's where I see this going. And I would love you to bring your like, brilliance to holding this vision with me.

So it's not somebody else coming in and I'm thinking about my business, but this was also true in the whole birth plan communication piece. It's like, I want you to buy into this vision with me and then help us navigate. And so it's about that being in surrender to, okay, it may not get here, but at least this is the I'm doing the very best I can to know I've done everything that is within my power to allow it to be that way so that whatever the outcome is, I feel great about it because I know I did everything that I could bring.

Suzy:

So. Do you think that it is important to have goals?

Laura:

Well, if you had asked me this, I'm trying to think how long ago, probably even as short as like eight months ago, I probably would have been like, ha Nope. And I don't even like goals. I don't believe in goals. I don't think we need goals. That would have been my whole vibe. And now that I understand so much more clearly how to, why goals are important when we know how to align ourselves with them. Yes. So I believe in aligned goal setting.

Suzy:

Tell us more...

Laura:

Shall I get my slides out?

Suzy:

No. Can we just tell everybody what you do?

Laura:

So I am Laura Husson and I am somebody who is a super fan of subconscious transformation. And I am a, I am the coaches coach, and I help people go from feeling stuck, unclear, confused, lost, whatever the adjective is. They want to put in there to really feeling like anything is possible and being able to go from that place to creating ridiculously extraordinary success in their life and business.

Suzy:

Thank God we got that out. Yeah.

Laura:

Yeah. I know. I was like, how do you think, did I pass the test?

Suzy:

Well, I think that the more times you say that the more that it's going to trip off the tongue.

Laura:

Yeah. I didn't even read it from anywhere today. It was like, yeah, this is who I am. Now

Suzy:

We're giving you a peek behind the curtain because we were working on this messaging a couple of days ago. And it's funny because you were saying on your Instagram stories, it's always something that you have resisted in the past. And it has been there's free spiritedness that you have had is why I asked you, do you believe in goals? Do you think that live reports? And I think that it's really, it ties in to the fact that now you're ready to say who specifically you serve and who you are in a way that you have found challenging in the past completely ties into also now you are pursuing which in the past, I think that you looked at me or you didn't and just saying same, the health service just, you know, structure here.

Laura:

Oh my gosh. It's so funny. Yeah, it's totally true. And I feel like, you know, when, when we say in the past that I resisted that like in the past, as recently as like three days ago, so, you know, and I say that because I think it's important for people who are listening, who might have the same kind of resistance. Cause I know lots of people do that. It comes from this fear of commitment to something that might mean, but what if I can't help the other people who need me to, you know, and it's that, yeah, there's a lot, there's a lot, that's a deep subject for me because there's been so much attached to it, but it does. Now I know in our conversation the other day you were like, are you going to be okay with this? Because you are going to have to put yourself in a box. And I don't know if you're ready to do that. I don't think that's what you said, but something along those lines.

And I was like, no, I'm actually now I'm craving the box and I've never wanted the box before. And that is all down to everything we've been talking about. You know, it's like, this is the journey. This is the place in the journey that I am at right now is that I started 2020 craving structure and, and that is not ever who I've been. And it feels so good now to have the team, to have the structure, to have systems, custom systems and everything is flowing so beautifully. And to go back to your question is

because I really had so much resistance to goals that I knew it was something I had to dive deeper into. Like, why do I have this resistance? And this is really where I started to learn about the subconscious piece, because I was like, well, what happens to me when I set a goal and I don't achieve it, that I just go into this funk of like, Oh well, I didn't even want the goal anywhere. I never wanted it. You know, I didn't even want 10,000 people on my Instagram, whatever.

And it's really funny that now understanding how I can use my conscious mind to kind of program the GPS to get me there. It's just so much more powerful because now instead of the goal being attached to my self worth or how I see myself, you know and how I judge myself depending on the result, there's no attachment to that anymore. It's just like, no, it's just a goal. And any progress towards the goal is progress.

Suzy:

Oh, Laura, everything you say, I'm like, I'm I never really take notes during the interviews, but I'm taking notes like we need to go deep on here.

So aligned goal setting comes from where it takes the form of what, if you had to put it into three steps, what are we talking about?

Laura:

So aligned goal setting, really, you can tap into your desires. It's okay to just want what you want. That's the first piece. So it doesn't have to come from the gut, the aligned goal setting isn't starting out with what's aligned, it's starting out with, well, what do I want? And typically what I find is that people either know what they want or they feel like they don't know what they want. Right. There doesn't seem to be much in between in that either.

Suzy:

Do you believe that somebody doesn't know what they want?

Laura:

No. And what I believe is that when somebody says they don't know what they want, either they don't trust themselves to make it happen, or they don't believe they deserve to have that result.

Suzy:

I agree, wholeheartedly.

Laura:

So when we, when we really sit with it, I mean, this is one of the questions that floored me years ago. It was like, what do you want? And I was to say, Oh gosh, I don't know. And I had to leave a whole conference room in tears because I was so triggered by that question. And this is when I was the website girl.

Suzy:

Dramatic.

Laura:

I know, so much drama, flouncing out of the conference, like, Oh God damsel in distress with the Palm trees behind me. It was drastic. Yeah.

So there's the, you know, what do you want? And just allowing yourself to just want what you want, what comes, alright. Not like having to sit down for hours and suss it out. And do I think I can achieve that? Is it realistic? Just want what you want first. And then from wanting what you want, then work out, okay. Who do I need to become? Who do I need to allow myself to be in order to be a match for that outcome? Like, what is the kind of person who experiences that outcome? What action do they take? What kind of things are they thinking about themselves? How do they structure their day? What do they eat? Like I'm literally going at it from the whole, the whole point, the whole human, right? Not just like, which course did they take or what strategies do they employ?

It's not ever about the strategy. As we said, it's about who is that person that gets that result. And if you can't envisage yourself getting it now, pick someone who you see who you perceive as having already experienced that result. And just imagine what you think it took them to get there and then start harnessing that. And so this is where, like one of the like base level things that I, I teach people in most of my free content is just how to, you know, when people talk about affirmation, sometimes they think they're a bit fluffy or a bit woo or whatever, or, you know, affirmations don't really work... and they do work, when you commit to them.

So it's the repetition that allows that, you know, the subconscious doesn't go from Nope, Nope, Nope. To, yes. It's like a gauge. And so the repetition just keeps nudging that gauge up until it gets to that tipping point where, Oh, actually I am the kind of person that gets that kind of result. And Oh, okay. Now I just seem to effortlessly be doing the things and getting the result.

Suzy:

I mean, it's like driving a car, you have to repeat it thousands of times before you can drive and not realise you've been driving for five minutes while she get to the corner, shop, it doesn't happen overnight. You create the new neural pathway by the repetition. So I hear a lot of people saying affirmations don't work, and this is why they don't work. So it's nice to have you communicate why and how they do work, and sometimes affirmations, don't jive with people. And there are lots of other ways

that you can start to reprogram your subconscious with tools if affirmations aren't your jam.

Laura:

Totally. And the basic bottom line is the reason that affirmations air quotes don't work for people is because they stop reciting that, you know, they stop using them before they get to the tipping point. So, you know, they will work for anybody who commits to like practicing them until they get hit until they hit that point. So you just have to find the way to craft the ones that work for you. And if it's too big of a stretch to just be like, you know, claiming it as in like, I am the person who has the six figure business or whatever it is that you're programming in, just make it a smaller goal or take it in like, I am becoming the person who, because that is much more like, there's much less resistance to that.

Suzy:

I agree. So we've got what you want. What was the next step?

Laura:

So wanting what you want tapping into, whether it's future you that already has that and experiences that.

Suzy:

Aligning to the person who is...

Laura:

And then taking the steps to become that.

Suzy:

Yeah. Okay, great. So that is aligned goal setting. Now I want to talk about the fear of committing to the goal, which I think is so, so big. And I think there's the fear of the committing and there's the fear of failing. Talk a little bit more about these things.

Laura:

Well, Oh my gosh. Oh, it's so funny because literally we teach what we most need to learn. Right. And that is literally where this came from for me, because I had so many amazing talents at dodging ever having to do anything to do with goals.

Suzy:

I'm laughing because it's so true. It used to be so annoying for me. Yay. And then I just to stop even hinting at it, I knew what you would say, which is, it's just not my thing.

Laura:

I'm unattached to the outcome. Some other like, Oh, the, the, the one we spoke about in that hotel room that time, and I have said that I just put out to the universe that like, you know, I'm in surrender and I would use cliché things to avoid having to set goals because I did not believe I could achieve them.

Suzy:

And it's so bloody frustrating. All of those clichés, the fear of commitment and the fear of failure.

Laura:

Yes. Okay. Oh my gosh. I don't even know which one's worse. And then also we have to speak to the fear of success too, because there's the, that was real for me. You know, I keep saying this, but there was no real middle ground between, Oh, what if I don't hit it or get anywhere close? Or what if I hit it and then blah, blah, blah, because...

Suzy:

I, sorry, I'm laughing because feel like people are like, what if I don't hit it, then I'll, then I'll be, yeah. But what if I do hit it then become Oprah. And I'm probably not going to become Oprah when you first launch.

Laura:

But there's there's for me, there was real fear attached to, Oh my God. If I hit this goal, like if I set like a really brave goal, which is what we were always encouraged to do, I was in fear - and this links into all the money drama that was going on - I was in fear that I would somehow screw up my like taxes or whatever that was going on.

So until I disconnected that little beauty, I wasn't to even picture myself having crazy results because I didn't trust myself to manage the finances around. That would be the result. So fear of success was as much of a stalling point for me as fear of failure, but there different stories connected to them and everybody's stories are different. You know, mine were like, Oh, well, what if I tell people, this is my goal and I don't make it what they're going to think and that kind of jazz.

And you know, also that my goals, you know, and I know we've had conversations like this in the past where it's like, well, my goals aren't as big as yours. So like, you

know, can we, can we still be friends? Not that exact conversation, but you know, they're like, well, I'm aiming for this. And you're aiming for that. And you know, it's like, can we be on the same page while we're on this, you know, navigating this at different, in different ways. And, and that has definitely been something for me to work through and not just in our conversations, but like all over the place, where do I fit when this is my goal? You know, where is my home? Where am I safe to go and have conversations about my goals and about what I'm doing without seeming small or seeming too much, we want to fit in just the right spot.

And so it's that like fear of success, fear of failure. And then fear of like, Oh, it's just very unnerving to state something because we put ourselves at risk, whichever way we look at it. So the way that we have to, what we have to do is anchor ourselves into safety. And like I said, disconnect the outcome from any meaning whatsoever about who you are as a person, as a business owner, as a woman, as anything - like whatever your identity is, it doesn't mean anything about you, whether you get your goal or not. And this applies to business and to, you know, your personal goals and all of the things you will literally, you cannot outperform what you believe at that subconscious level because you, whatever you do, what, however much you hustle to get past it, even, this is how, when you see like millionaires, who've won the lottery and then they lose it all or they blow it all. Or they end up in jail. Those kinds of weird things, because just, they default back to their current capacity. So we have to do that work in that way. That allows us to be like, I actually can hold this. I can experience this. I am a match for this outcome. And I believe it with all of my being so much that almost when I look at my results, I'm surprised they're not already there. Yeah.

Suzy:

Yes. And I think so much of that in itself can be done with visualisation, and the conversations that we have, like we have those conversations in our future as our future selves, I think often actually, and it's not like this is a feed yourself conversation. We talk in that capacity a lot, which is why community and having that safe space is so God damn important. I've paid thousands, tens of thousands of pounds to be in community with people that allow me to be in my future self. And that is what has accelerated my growth beyond anything that I could have possibly imagined when I started my business section.

Laura:

Oh gosh. So true. And I know, I know when we were together last - in the old world - I remember you laughing because I was, you know, I was so lost in it. Cause this was the point where I was shifting into... everything's changing. And you were literally like, I can't identify when you're talking about something that is now or something that you're like calling in or making happen. Like I can't tell the difference between I'm like, great, that's brilliant. That means I'm doing my job properly.

Suzy:

Yes. So how do you separate yourself worth from your results?

Laura:

Oh, well that is, that is the work, right? That is the work. And that is, Oh, this is the work that I wish all people would do because we are self-worth is just innate in us. And it does not depend on the grades we got at school. You know, how much love we got from our families, whether we have a partner, whether we're married, whether we have kids, whether you know, it doesn't matter on anything. And it definitely does not matter what the results are in our business. The business is an extension of us. And I really believe that it is a direct mirror of how much I am loving myself is seen in, especially because of the kind of work that I do. People feel that.

And so people, you know, before our session that we had this week, I used to always say, you know, like my, my niche, if you like, are people who were attracted to my energy because they feel the work that I have done. And they want that, you know, they want that in their lives. They want to feel completely at ease with themselves no matter what happens. And you know, when I had my last, um, launch for the shift sessions in may, I was so focused on a hundred, like I was like, yep, 100. And I know we were checking in several times a day and celebrating people as they came in and I put 100 PostIt notes up on the wall and the end number was 74. And there's no part of me that was like, Oh well I said it was going to be a hundred and it was 74. It was like, Oh my gosh, it was 74. Can you believe it was 74? This is so amazing. And I'm always in a 'this is just the beginning' vibe around that. So it was such a longer picture.

And just coming back to, you know, Oh my gosh, you did this. This is amazing. And just celebrating all the time, every drop of progress and remembering that this is always the longer game, right? It's not ever about this launch or this promo or this email or that social media post. It's like, you know, we're building relationships with real human beings... everybody listening will have their own stories. All of your people have their own stories going on. So as quite the concoction of, you know, who am I to whatever is, so we have to just, all we can do is sink into, I am amazing. I am doing the very best that I can. And that is enough.

Suzy:

I think that as you were talking, I was like, this is the Goldilocks syndrome.

Laura:

It is. I was thinking about that when we were talking about goals.

Suzy:

We have to let go of the idea that, or maybe it's we step into it. I'm not sure I was going to say, we have to let go of the idea that something has to be just right. This has to be perfect in order for us to be allowed or give ourselves permission to own

one where we're at and to where we're going. The goal. I think that sometimes people are like that. And the reason why I questioned whether it is before against is that when we say we want what we want, what we want, actually. Yeah, no. When we say, when we, what, what we want, what we want, what we want, sometimes it isn't logical to the outside world that isn't just right. And even for us, it can feel like a stretch. And at the same time, as it feels like a stretch, the more work we do on a conscious, on a subconscious, on a physical, on an energetic level to allow that to become the sec, all of a sudden it drops in and it is just right.

Laura:

Yes. And you always feel it when we, when it drops in, it's like, you know, I know we've had conversation where like, Oh, it's here now.

Suzy:

Yeah. My clients are like, what does that mean? And then it has like, Oh, I felt it. There's a couple of things that you said that I think are really important to emphasize. And I talked about this in magic money when I released my course last year. And I talked about having the goal for 60,000. And, I hit 53,000, which is when I created the core. It's really important to emphasise then that it didn't matter that I hadn't hit the 60,000 at the time that I released the course, even though that is what I had been manifesting, because it had dropped in, I knew that it was going to happen. I knew that it had already happened. It just wasn't in my reality yet. So of course, I'm not going to be disappointed. Of course, I'm not going to give a shit about that. And of course, I'm going to be super excited. I just received 53,000 pounds and cash. Of course, you're going to be excited. You've just had 74 people, imagine having 74 people in your house, all saying yes to working with you or yes, to playing with you. It's like, that is incredible. And you already know that that hundred has dropped in. And that's just the timeline as much as we can. Our job is to align to the timeline and ideally collapse the timeline, accelerate the speed at which it comes to us. But when it dropped in each dropped in and you get to know what, you know, what you know, which is that there will going to be a hundred and more people in the shifts sessions. Like you already know that that has happened. And so when you already know that it's great to start aligning to the next goal... the goal beyond the goal.

Laura:

Yes. And it makes it so fun because then it's just like, Oh, cool. Well, that's happening that, I mean, that's the thing I say all the time. It's like, well, that's happening. And then it just is a case of, okay, like, well, show me, you know, show me the inspired steps that I feel really good about taking, you know, and like, for me right now, I've been in a team building phase. So it's been like, you know, show me the perfect person to help me, whatever it is I'm looking for. And they have just showed up and it's all, it all gets to be easy. When I say I'm hesitant to use that. So ease is another one of my values. So that's really important for me to continue to affirm over and over that it gets to be easy. It's not without any doing. It's like, it's easy because it's aligned. And it's like, of course this has worked out perfectly

because we're always in the perfect moment, and the perfect stage in the journey and the perfect things are always coming to us when we allow them to.

Suzy:

So thank you for saying this, because you mentioned this earlier on and I kind of bring it back to the birth situation. I think that sometimes people take dis ease as a sign that they are on the wrong path. And I believe that you can have light without shade and what that means sometimes when we are manifesting or just living on life, which is a hundred percent of manifestation all of the time is that sometimes it doesn't feel easy. And that doesn't mean that it's wrong about that.

Laura:

Yeah, totally. I mean, it's not always, you know, hearts, unicorns and rainbows. It's like just, it can still be it's when I'm in that, when I come back to trust, I know that I'm on the right path. It gets to feel easy, even when it's not on paper or on the surface looking easy, you know, and I know that I have people in my, like in my real life who say to me, you know, like, Oh my gosh, like, how are you doing all that? Or you must, they say to me, things like, you must be exhausted. And so to them, obviously it's like, it doesn't look like it should be easy, but to me, because I've decided that I'm going to navigate it with ease, it means that I can experience and handle like, you know, things that would be perceived as hard or obstacles without going into any kind of anxiety or fear or scarcity or panic. And occasionally when those things like, say for me, when, when anxiety comes in now, which is so rare, I used to be there all the time. I know when anxiety comes in now, as I mentioned before, usually it's that I've eaten something or not slept enough is some external thing that I get to change that is leading me to experience that. So it gets to be, Oh, I'm the kind of person that can navigate seemingly hard things without losing my cool.

Suzy:

Can you talk to the piece about our businesses being an extension of us and a reflection of us?

Laura:

Yes. Oh my gosh. And this is, this is a current experiment for me.

Suzy:

Yes. What about the people who look like they're having and materially might be having amazing success, but feel, but I'm not loving them.

Laura:

Yes. Okay. So I see this all the time and I see this because people, you know, people reach out to me and share things with me or that they might not otherwise

because of some of the things I talk about. And so I know there are lots of people who, again, on paper and on Instagram and on wherever social platform, it looks gorgeous. And underneath much, like I was in the website days, you know, it all looked amazing. The money was flowing. The clients were high profile people. It just ticked all the boxes. But when there's not that sense of acceptance of self and deeper embracing of, okay, how can I be more at peace with me than the outside? It doesn't matter how good it looks. It's just not going to settle and it's not going to integrate. And inevitably what happens is people end up in sabotage because they're in this friction place of like imposter syndrome, like, Oh, everybody thinks, you know, there's a lot of pressure there when it looks great on the outside, but underneath you're experiencing something that doesn't feel good.

Suzy:

I am hearing so loudly. And so fucking clearly, please, please write this down. Your material success is not an indicator of how successful you are as a human being.

Laura:

Yes.

Suzy:

But this is really important because I talk about the numbers all of the time. And the reason I talk about the numbers all of the time is that I know it's exactly the same with the strategy versus energy conversation. That until somebody is earning enough money to feel secure within themselves, it's really difficult to get your head around the lining up with the energy is the most important thing, how you feel on the inside. Isn't going to be determined by how much money you've got in the bank, but until you have money in the bank, you don't.

Laura:

Yeah. It's so true. Yeah.

Suzy:

So then people might say, well, why do you go on about a hundred K months and 19 months and being a multimillionaire? The reason that I go on about that is because one of my values and my goal beyond my goal, my bigger vision is to switch the distribution of power in the world. And the more people that are aligned to me and my message, I'm wanting to earn large amounts of money whilst loving themselves, whilst understanding that you can be a good human being whilst knowing that they are connected to source and limitlessness and all of that good juicy stuff. When you put the money in our hands, we can change the world. We can create the world that we want our children to grow up in and our grandchildren to grow up in. And when you see so much of the chaos, that's going on now, it's not the world that I want them to be living into. And so that's why the money piece is important, but it's never the

thing that is going to determine you as an individual, i.e how happy you are and how much you love yourself.

Laura:

A hundred percent. Because I mean, we see this all the time, right? We see it in celebrity land all the time. People can have all the money, all the perceived success in the world, and they can be so deeply unhappy. And so it's, it's our job to be happy now, wherever we are above all else. And that starts with that self-acceptance because happiness is only ever temporary when we're in conflict with ourselves and who we are.

Suzy:

I love that - happiness is only ever temporary when we are in conflict with ourselves and who we are - really, really powerful. This has been just a delicious conversation. And I feel like that is the perfect place for us to end it.

Please. Can you tell my gorgeous listeners where they can find more about you and your work?

Laura:

Absolutely. Well. Um, you can obviously come and find me on Instagram. That is where I'm loving being and hanging out most of the time in social media land. And you can find me there @totallylaura. And if you want to get a jumpstart on that whole aligned goal setting piece, you can come to my website where I have a free hypnosis that you can download, which is totallylaura.com/power.

Suzy:

Amazing. Thank you so much, Laura. You are incredible. I love you very much. In fact, I have one more question for you. What does limitless mean to you?

Laura:

Oh, limitless means infinite possibility and it feels completely aligned on every level.

Suzy:

Thank you so much. If you loved this podcast, please let us know, share the love here, there, and everywhere. Tag us on Instagram. Leave us a review on iTunes. And please remember that...

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