

The Limitless Life Experience Podcast

Transcript

What to focus on part 1

0-6 figures

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach, and believe in miracles. My superpower is helping female entrepreneurs like you create six figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the Limitless Life Experience Podcast.

Hello, you gorgeous human being. It is Suzy Ashworth here, and I am super excited to be bringing you The Limitless Life Experience Podcast. And we are about to lay it down. This episode is giving me the feels. I was originally going to record this as one long episode, but actually I think that it makes way more sense to break it down into a three parter.

So this is part one, and it is perfect for you if you are in the building of your business phase. So you're looking to go from not to 100,000, so that first six figures. And I'm going to be sharing with you exactly what you should be focusing your time and attention on. And I don't want any hate mail guys, because I know that you're going to get really, really peeved when you hear the three things that I want you to be making your top priority every single day, there is going to be a part of you that says, 'yeah, but what about all of this stuff?', and 'yeah, but what about all of that stuff?', and 'yes, but I need this and that. and this person over here has said X, Y, and Z'.

And I want you to know that whilst I'm absolutely fine with you having a to do list as long as you're arm - if that's really what floats your boat, I'm like go for it. But the truth is that it doesn't need to be like that. And when we're getting really real and we are laying it down, if you want to make your first six figures without killing yourself, I want you to understand that when I say simplicity is key, I mean it. So as with everything I say, actually, you know, take what you find useful, ignore the rest.

And I want you to really take heed when I say six years ago, I was sat exactly where you're sitting and I made a shed ton of mistakes that I don't want you to make. So with that in mind, let's get into it.

What should I be focusing on when I am looking to make my first six figures in business? What I'm about to say is probably going to annoy you because your mind is going to want to make this really, really way more complicated than it needs to be. Your mind is saying yes - but you need to get your website sorted. You need to get your email list sorted. You need to have your landing pages up. You need to have your thank you pages sorted. You need to be doing all of the things. You need to have an amazing social media, Instagram profile. Your Facebook page needs working on. Should I have a Facebook group? Ahhh!

Here's what I want you to focus on in your first year. And I think that when you - particularly if you are in the coaching industry - the first year to two years is absolutely prime for you to be hitting six figures. And if you have been in the coaching industry for longer than that, and you are not hitting six figures, it's because you haven't focused your attention on the three things that I'm about to say.

The first thing that you need to make your number one priority without any shadow of a doubt at all, is sales. You need to make sure that you are actively having sales conversations, ultimately every single day, worst case scenario every other day. And if you are not doing that because you're hanging out in Facebook groups and playing around with your website and trying to put your package together and all of these things, that is what is keeping you from making money. That is what is preventing you from really making the impact that you desire to make in the world. That is what is stopping you from creating deep, deep transformation with your potential clients. You are not focused enough on asking for the sale and improving your sales skills. And guess what? The more that you ask for the sale, the more adept you are going to become having sales conversations. Yeah. I hope that that is making you wince. I say this all of the time to my paying clients, you should be asking for the sale six times a day.

Now in my business, I have systems in place where even if I'm not asking for the sale, because I have ads, I don't really have a funnel going at point of recording, but a couple of months ago, I did. So even when I wasn't asking for the sale, this was running in the background. And if you are curious about how to do that, then please check out my episode on how to secure 1-2-1 clients, because I talk you through, I think 10 different strategies of which you can be applying daily, or even if you're taking one strategy and putting it out there in six different places, it also works. But you should absolutely be focused on asking for the sale.

Now, what is going to make that strategy work is getting really clear on your stories. And when I say stories, I mean your message, what your brand stands for, how you help people, why it's important to you, why it should be important to them, why this is relevant to the world. And depending on what is going on in the world at any given

moment, your messaging should be evolving to reflect what is on people's hearts and minds. And when you're able to do that effectively, it really sets you apart from the people who are slow to respond and believe me, there are many of them out there. The majority of people are slow to respond to what is actually going on in the world. And when you are able to nail that and weave that into what it is that you do, you can really create magic.

So every single day you should be asking for the sale and you should be messaging. And - bonus tip: your asking for the sale comes after you have shared your message. Messaging acts as connective tissue. It really helps people to get to know who you are, and what your brand represents, and helps people decide 'I'm with you'. 'I'm with her'. 'Oh no, this is not for me'. And we are happy to have people saying, 'no, this is not for me'. Just as happy as we are for people to raise their hand and say, 'I'm a super fan I'm in her community. She gets it'. Because when you are starting out from that first nought to 100,000, you don't need a thousand subscribers to be making money. You don't need a thousand subscribers to be making a hundred thousand a year. What you need is to be asking for the sale. What you need is to have really great messaging. You need to be communicating with your people - whether that is 10, 50, 150 - frequently, and letting them know that you understand what their problems are, and that you have a solution that can help them get the result that they desire. That is all messaging is, it doesn't need to be any more complicated than that.

And my system for creating messaging is - again, I love it to be simple, so it is. So it's chemistry content, content that enables you to share what your values are, what it is that you stand for, who you are... Chemistry content lets people know, 'I don't just like her, but there's a little bit of a buzz here'.

Then disruptive content, the D in the formula. So content that makes people sit back and say, 'Whoa, I wasn't expecting that'. Or 'Whoa, that hurts because she has just described every single limiting belief that I have about myself'.

And then the C is conversion content, letting people know where they need to go next, what it is that they need to do. Sometimes that's asking for the sale. Sometimes that's inviting people to join your Facebook group. Sometimes that's asking people to share and like, but conversion content is asking somebody to take an action. So you should be doing that every single day.

The third thing that I want you to focus on is bringing new people into your community. So you definitely need people to sell to. I think that the myth and where people make up stories about their success or their failure, is the idea that you need to have thousands and thousands of people in order to generate an income. And it's

just not true. You know, I've done a million in sales with 6,000 people on my email list. I'm not sure that I had more than a thousand people for my first three years in business. And in year three I did 225,000 pounds in sales. So yeah, I cannot emphasise enough that having a few of the right people, when you are communicating powerfully how you can help people get the results that they desire, is absolutely more than adequate.

So how do you build up your community? I think that you pick a platform and you focus on that platform. Right now, again, after years and years of resisting having a Facebook group, I'm really a big fan of community building in there. But - and it is a but - I also understand that as the world is evolving that our time using Facebook in the way that we're doing it now is probably limited. I don't think anything's going to change radically in the next year or two, but who knows what is around the corner? Which is why I love, love, love the community of listeners that I am really growing through the podcast. I love having a podcast. It's one of my favorite times of the week to be creating content in this way. And the feedback is just off the charts.

So pick your platform, don't try and do all of the things. and focus on that. The second thing that I would do is see who you can collaborate with, who has got your audience, where you can offer some value and get in front of that audience. So whether that is guest blogging, or interviewing people on your platform, pitching yourself to be interviewed on their platform. It doesn't really matter, but I would be focusing on growing your community and really seeing who has your community, where you can do a swap.

So those are the top three things that I would be focused on on a daily basis. Then it is building your website and for all of you who are like, yeah, but you haven't talked about how to build your offer. I want you to know that your offer can be super, super simple, especially if you're a coach. Again, all you're doing is saying I can help you solve your problem. You have a problem getting more clients. I can help you get more clients by showing you one, two, three things. And we do it over 90 days and this is how much that costs. It can really be as simple as that, please stop over complicating it.

So sales, messaging, audience building. And then everything else, depending on how much time you have got comes after that. Promise me that you have just heard what I'm saying. And if you are anything like me, and are a bit of an eager beaver and want to know what it is that you should be focusing on when you are looking to hit your first quarter of a mil, make sure that you check out part two of this series, which is going to break it down exactly, what those top three things are after you have hit those first six figures. I always liked to be three steps ahead, so I know what I am expanding into. So if that is you, make sure you check it out.

Now, you know that I love to hear from you. So I am really curious, which one of these three things, or more than one of these three things, do you know that you need to be putting way more attention on if you are going to hit your six figures with more grace and more ease in your business over the next 12 months? Hit me up on Instagram. You know I love a tag. I will share it for the world to see.

And come and join us over in The Quantum Success Hub for female entrepreneurs, because it's a great place where you can really post what it is that you're focusing on and get some accountability, and recognition, and acknowledgement from the community. It is an incredible bunch of women over there.

So my love, enjoy the rest of your day, afternoon, evening, wherever you are listening to this in the world.

And please remember that it's...

Faith + Action = Miracles