

The Limitless Life Experience Podcast

Is now the time to take a risk?

Transcript

Intro

Suzy: I find that what holds a lot of people back is that they are so afraid of the worst case scenario that it stops them taking any action. So it's like that saying, but what if I fall? What if I fall? And then the other voice says, but what if you fly there, what if you fly? 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 believer 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, hello. You gorgeous human being. It is Suzy Ashworth here, and I am super excited to welcome you to this episode of The Limitless Life Experience podcast. And today I want to talk about taking a risk. I want to talk about how do you know when it's time for you to take a risk on whatever it is, whether it's personal, whether it's professional, taking that next step, upleveling, upgrading in whatever area of your life. How do you know when the time is right? And I genuinely believe that for 99% of you listening to this today, you are not going to know when the time is exactly right, and you should stop trying to work it out. There, I said it.

And I imagine that that is quite annoying. I think that trying to work out when is the perfect time is a classic move from the saboteur archetype, who wants to know what every step of the plan is before it is, feels right for you to take action. And what that desire does is stop you from taking any action at all, stop you from taking the right action that is going to lead you to the next step in the journey. Here's what I want you to really hear from me today is that it doesn't matter if you take a risk and that risk doesn't work out because unless that risk is going to cost you your life, you are going to work it out. You're going to work it out. And I genuinely believe that if you are prepared to learn from every experience that you are gifted with, because every experience every day on this planet is a gift. And if you are prepared to learn every single day from the things that went really, really well, and the things that really didn't go so well, you can prosper. And so even in the, in inverted commas "mistake" that you make, you can still win.

And so the best time to take a risk for me, it really, when it comes into your field, into your

awareness that you could jump right now, that's the best time. I mean, look, I say, all of this from the lens of being a quickstart. And for those of you who don't know a quickstart is one of the personality profiles of Kolbe. And what it means is that when I have a thought, I want it to be executed yesterday. And if it's not, I kind of have a problem with that. I kind of have a problem with that. So what it means is that my propensity for taking risks is high. I'm prepared to deal with the consequences. And what I notice actually is with my peers and mentors, so I'm talking about people who are already earning multiple seven or eight figures in revenue every single year. These are people who have a high propensity for taking risk. Now, when I'm talking about risk, I'm not talking about mindless decisions and acting mindlessly, I'm talking about calculated risk. So should I invest 3000 pounds on Facebook ads? Well, if you have a product that you're selling for 2000 pounds, what that means that what's required for you to break even on your Facebook ads is for you to sell one and a half times your course, now, if you're going into launch, without the expectation that you're going to sell, at least two courses, I have a big problem with that. I have a big problem with that. So you can see whilst paying 3000 pounds up front might feel like a risk to many people when you're looking at it from the space of, well, I need to, so two courses in order to get a return on investment. And even if I only break, even, I'm going to add a number of people to my e-mail list, who I'm going to be able to sell to again, in the future. Then it's not so much of a risk. And it's thinking in this way, like, what is the impact of things? If things only work out at like the base level of acceptable. And when you can make peace with the base level of acceptable, I'm like, go all in.

And what's interesting is for me personally, when I can make peace with the worst case scenario, then it's already done. I find that what holds a lot of people back is that they are so afraid of the worst case scenario that it stops them taking any action. So it's like that saying, but what if I fall? What if I fall? And then the other voice says, but what if you fly there, what if you fly?

And I think that it's such a beautiful analogy or metaphor. I can never, I never know which one is which, but for business, are you prepared to fall flat on your face in order for the potential to fly? And for those of you who really desire to make a massive impact in the world, be prepared to say that you desire to fly. And it's from that space that I want you making decisions and it's from that space I want you to feel into, is this really risky? What am I really risking here? So with the Facebook ads example, what you're really risking is the potential to not impact and serve many, many clients who you could reach if they only knew that you existed. So you might save 3000 pounds, but how much does that really cost you? So much more, if you dream to have a brand that has a global impact that is there to transform lives, that is there to switch up the way people think about what they do, how they feel, how they act.

So when to take a risk, a calculated risk, if you're me, it usually means when it comes into your awareness. But if you want to be slightly, slightly more conservative really weigh up,

what's the worst case scenario and can I handle that? And what's the best case scenario, and am I really willing to risk that not happening by not taking any action at all? And from that place start to make your, in inverted commas, "risky" decisions, really taking on board everything that I said about being prepared to learn from the gift of life and knowing that even if you do make a mistake once, if you learn from it, you're not going to make that mistake again. And that in and of itself is hugely valuable. Okay, my friend, if you enjoyed this episode, you know what to do tag me on the 'gram and if you haven't done so already, I would deeply appreciate a five-star review on iTunes. And in the meantime, until next time, please remember that...

Faith + Action = Miracles