

The Limitless Experience Podcast

How I made the jump from corporate to business mentor?

Transcript

Guess what I didn't do? Canvas my audience and say "am I allowed to do this?"
Guess what I didn't do? I didn't go to my coach and say, "am I allowed to do this?"
I just knew that something needed to shift. Before I was clear on what it was that needed to shift, I told people that things were shifting, and then when I knew what it was, I was bold and made a decision. I sold off my flagship programme and I said, this is what I'm doing now and this is who I'm serving.

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.

I wanted to talk to you today about how to transition, and I think I want to say with ease and grace. A client of mine a couple of days ago asked me, how did you move from hypnobirthing into business coaching? And it really got me thinking because actually there've been three big transitions in my working life. And when I think about how I made these moves, it was so much easier, I think, than most people make it.

So the first move was when I went from corporate into entrepreneurship and how I made that move was just deciding that I was allowed to leave the nine to five and go into creating something of my own. Now, what was really interesting is that I was leaving a well-paid job at a respected newspaper (advertising not journalism) and whilst I didn't worry about "am I going to be able to replace my salary? Is this going to be a success?" Lots of people around me did. And lots of people were asking me, "is this the right move for you? What, you know, you're leaving job security! What happens if this doesn't work out?" And my attitude, as somebody who has worked since they were 14 years old, is "well if it doesn't work out, I'll just go and get a job." And so just making the decision, and for me I had to retrain so I retrained as a hypnotherapist and a psychotherapist, and that retraining was my opportunity to really allow myself to be at peace with the decision.

And fun fact: I did actually approach my company and ask them if I could come back and be resident hypnotherapist, kind of work under the wellbeing sector. And they said, no. And that's okay because I've made the decision that I wanted to work for myself. I didn't want to do what I was previously doing. So my first big move was from corporate into hypnobirthing. And I created the world's first video based

hypnobirthing programme with my partner at the time. And what I soon realized very, very soon, like six months in, is that I didn't have the same level of passion for reading about birth, talking about vaginas, immersing myself in breastfeeding, as many of my other colleagues did. I loved it, but I wasn't obsessed with it. What I was obsessed by, and what you would catch me reading up on and what you would catch me digging deeper into, is the business side of things. And I was working with a business coach at the time and she said, what would you do if you could do anything? And I said, I would teach people how to do what I've just done with the calm birth school.

And that was a real moment because I wasn't expecting that to come out of my mouth. And I was really like, okay, whoa. And what was that interesting is that people had already been asking me, how did you do that? How have you made such a big splash? How have you made an imprint in this market, which at the time was dominated by three major players. And so I was getting it from within and also from other people saying, can you show me how to do this? And because I had been obsessed with marketing and because I really realized that one way to make a difference quickly in the market is to serve an audience that is being underserved. Serve an audience that's being underserved. Package things up differently to what everybody else is packaging them up. And so I pronounced that I was going to help baby business owners make their first 1000 pounds online.

I was going to show baby business owners how to market themselves because people were qualifying and then having no idea how to build a brand, build a business and market themselves. And so, because there were, there was nobody doing this in the UK, certainly not that I was aware of, and very few people doing it in the US, I knew that this was an opportunity. Now, what I didn't do is canvas my existing audience and say, am I allowed to do this? What I didn't do is ask my then business partner, am I allowed to do this? What I didn't do is make up a story that nobody would want what I am able to share and what I know, because I don't have 10 years of experience. I just decided that this is what I'm excited about. This is what I want to talk about.

This is what I'm obsessed about. I need to share this with the world. And so I just started small. How I actually started, a little tangent, is with 30 free coaching sessions where I would ask for a testimonial in exchange for one key strategy. And from those first 30 free coaching sessions, I got four clients - my biggest month in business. Yeah, yeah, yeah. We were on it. So that was that. So I went from hypnobirthing to business mentor and I worked with mindset and strategy because I learned so much about mindset with hypnotherapy and psychotherapy and how this impacts the way that we behave. I knew that this was an integral part of how people showed up in their business. And I combined that with messaging, you need to be able to say what it is that you are doing powerfully. And if you can talk about what you're doing powerfully, and you can get your head out of the way you are going to win.

Hmmmm. Taking what I learned from hypnobirthing and applying it in business. It's not rocket science, but it was a great strategy. Then the next big transition was to move really from mindset and messaging into quantum transformation. And that happened this year. And there were a few, in fact there was a little mini transition in between that where I decided that I no longer wanted to focus solely on baby business owners. And what I did when I was moving from baby business owners to a broader audience is I said, I think I wrote a post saying something's shifting. Something is moving and I'm not entirely sure what it is, but watch this space. I went off, had a little mini retreat, social media detox, came back and I said that I was selling off my flagship programme, I was never going to be doing it again. And moving forward, I was going to be working with heart-centered, impact driven creative entrepreneurs.

Guess what I didn't do? Canvas my audience and say am I allowed to do this? Guess what I didn't do? I didn't go to my coach and say, am I allowed to do this? I just knew something needed to shift. And when I was clear on what it was that needed to shift, before I was clear on what it was that needed to shift because I told people that things were shifting, and then when I knew what it was, I was bold and made a decision. I sold off my flagship programme and I said, this is what I'm doing now and this is who I'm serving. There were no question marks in my mind about are people already in my audience. Do they exist? Is that an impact driven creative entrepreneur that would want to work with me? I just decided that they were going to be a few people that were already speaking my language and moving in my direction.

And what happened was I attracted female entrepreneurs who were baby business owners that were looking to transition. They were copying what I had done. And then the last great change has been at the beginning of this year, where I really positioned myself as somebody who is going to help you go beyond the limitations of your mind and play in the quantum field so that you are able to create a six figure breakthrough in your business fast by using simplistic business strategy, combined with deep personal development. And I released my first programme during lockdown that had no business related to it at all. And guess what I didn't do? Canvas my audience and ask them if it was okay. I didn't go to my business coach and say, am I allowed to do this? I just knew that this is what I'm excited about. This is what I'm passionate about. This is what is dying to come through me. And I trust that when I bring the fire that people are going to come to me that need to be in this program. So the lesson that I really want you to take from this live is how do you make the transition? Just decide and make the freakin' transition and remember that when you do that faith plus action equals miracles.

Faith + Action = Miracles