

The Limitless Experience Podcast
How to develop unshakable self belief
Transcript

Suzy:

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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, hello, you gorgeous human beings. It is Suzy Ashworth here, quantum transformation and embodiment coach and you are listening to the limitless life experience podcast.

Right, so what are we going to be talking about today?

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Developing unshakable self belief. Now I started talking about this in my reel this morning, and I really wanted to go deeper because what I notice in my groups is that you have people on this kind of rollercoaster and depending on the results that a person is getting at any given time, it dictates how they feel about their capacity to really achieve what it is that they desire. And that feeling of whether they feel that they're going to get there or not all comes down to their self-belief, that's what's underlying it. And so I know that, I was going to say I think, but I know that often people will look at me and other people like me and go, 'she has got unshakable self-belief in fact, hit me up in the comments, if that is a thought, whether I'm planting it in you now, but whether you look at me and think she just believes in herself, so of course she's going to, of course, she's going to hit it, hit me up.

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Do you think that about me? I mean, I for sure know that when I am inspired by, you know, coaches, entrepreneurs, speakers, what comes through when they're talking is that energy or, and there is no doubt actually, that they're able to sell, even when they're not selling, they're selling their belief in the concept or the idea and you're just like, yeah, of course. As well, often people think when they see somebody who looks like they've got unshakeable self-belief that it is something that they are born

with. And if you're not born with it, you're kind of shafted. And I want to say with my self-belief, I don't think it's something that I was born with, but I think it's something that was nurtured in me by my foster parents. Not very deliberately, not like "go Suze! Go Suze!" They were very, very not like that at all.

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But they were just kind of like, 'yeah, of course you can do that.' You know, "can I audition for this play, this part in a play?" "Yeah, of course you can do that." And what was interesting is that they would say, yes, of course you can do that, but there was never any sense of expectation or pressure. So when I didn't get the part, cause I never got the main part. I was always in the chorus. There was never any disappointment. There was never any, oh, well I couldn't do it, or there was never any of that. So I don't think it's something that I was born with. I do think it was something that was nurtured within me. However, I don't think that you need to have been born with it. And I don't even think that you need to have been nurtured with it as you were growing up to be able to develop self belief.

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I believe that it is a muscle that each and every one of us get to work and stretch and build on a daily basis. So when you think about yourself, do you, and you have to grade yourself belief, this is fun. Okay. So when you think about yourself right now and you have to scale your self belief on a scale of one to 10 and you need to be honest for this to be really, really helpful. When you think about all of the times, I've asked you, I think I even asked you last week, like how much do you want to be earning next year? So if you've said 10,000, some of you said a hundred thousand or even in the next month, some of you, you know, when you think about your figure that you wrote down and then you put it next to unshakable self-belief that I'm going to do it.

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And in fact, I'm not even going to say it. I'm going to say in the next 30 days. In fact, I'm not going to say that because people are breaking for holidays and I know that that will impact. I know that that will impact your score. So let's take January and the amount that you want to earn in January, and let's say that's your average of your yearly goal, so 10,00, 5,000, on a scale of 1 to 10, how much do you believe unshakable self-belief 'I'm doing it, it is done' is a 10 and 1 is not a chance. Where do you fall? Be honest with yourself. What's really interesting with this game that we're playing, because it is a game. You can have unshakeable belief that you are going to hit your yearly target, but your monthly target might be, you know, four or five, but your yearly target might be a 10.

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I know I'm going to get there eventually, but right now I think it's a 4 or a 2. Now when I say be honest with yourself, it's really easy to test how honest with yourself you're being, is look at the results that you got last month and how far away from where you want it to be did you get. And depending on your self-belief, your ability

to receive and hit those goals is often related to your self belief, but that's not even the point with this. It's how you feel when you think about that, the goal from last month, that is really important. I'm going to get into it in a minute. I feel like I'm talking around it so much that I may be confusing you, but I want you to think about how you feel about the goal that you had for last month.

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And this is important. So step number one, in developing an unshakeable self-belief is to measure your progress rather than your outcomes. Measure your progress rather than your outcomes. And this is just so important. I talk about having a goal beyond and your goal, often. I talk about not hitting your targets and being okay with it often, and your ability to measure your progress rather than your outcomes is super, super important. So it's not only about measuring your progress, but it's about noticing how much better you have got over time. If you didn't hit your goal last month and you can honestly say, you know what the reality is is I didn't believe I was going to hit it and I was probably at a 6, fine. If you then are able to look at your goal last month and say I was at six last month and I didn't hit it, that's fine.

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But what I learned about not hitting my goals was this, this and this. And so next month I am going to apply X, Y and Z to the way that I show up, to the way that I feel, to the way that I behave, to how I speak to my dream boat clients, to how I show up on Instagram, to all of these places. And I know that when I apply these three things, of course, I am going to be closer to hitting my goal. Now I might not be a 10 for unshakable self-belief next month, but I know if I take these three things, things can only get better. And that makes my belief a seven or an eight. Are you doing that? Are you looking at what happened the month before, reviewing it and then taking the lessons and applying it, making the changes for the next month and knowing that when you make the changes, you're going to get a better result.

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It might not be the result right yet, but it's going to be better. So if you look at the 'how to set a 90 day goal module', what I suggest is having like three non-negotiables that you do every single day. So that might be creating content. It might be (as in written content), it might be reaching out to five new potential clients, and it might be doing a guest blog on someone else's platform. And you look at what you did, and maybe you didn't hit your three non-negotiables. So that would be an example of, okay, I need to make sure I hit my non-negotiables next month, or it might be, I reached out to five clients but I didn't actually hear back from any of them.

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And if I don't hear back from anybody, then does that count as me reaching out and contacting potential dreamboat clients to let them know what it is that I do. Okay, no, so if I haven't hit it there, then I am going to change it from just reaching out, to change to having direct contact with a dreamboat client, so having a conversation.

You have to, as a business owner and an entrepreneur, the idea of not knowing, you have to remove. And you get to remove that one by working with coaches and mentors, but two, being able to critically look at the actions you're taking and identify just one piece of improvement. It's a bit like when you're working with a child, you're looking at like the incremental things that are going to make a difference, even coming to this [Thrive] every week and being like, okay, I'm taking, I'm taking one of the things that Suzy says and making sure that I'm implementing it, knowing that that is going to make a difference based on the experience I have had personally, or the experience I've had coaching hundreds of thousands of people through free and paid coaching programs. Does that make sense?

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I've kind of given you a lot of examples in there, but specifically for you and your three non-negotiables that you're supposed to be doing every single day, are you doing those every single day? You know, and that would be the first place that you can look at for doing better next time. Or if you know you're whacking out every time you get on a sales call, it's like, okay, I need it to improve the start of my sales calls. I need to improve the end of my sales calls. And getting the support on the smaller things, everyone's always looking for something new to do and actually going back and optimizing what it is that you are doing is probably 90% of the time what everybody should be doing to make those incremental changes, which will make the difference over the long term.

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And so what I would be looking at specifically for January is what is one thing that I haven't been doing. So the first thing is, look back, huge progress, and 'I'm doing amazing.' I'm making huge progress. Let's acknowledge the progress 'I'm doing so much better.' And then what's the one thing that you're not doing that you can make sure that you are applying to your non-negotiables, that it's going to put you in a better position for making money in January or for the rest of the month. I mean, you should be coming to the visibility challenge, I hope you're signed up for that because that is designed to help you make some money in December.

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This is how I can make it incrementally better. And it's just the recognition piece is what is so important here, of where you've come and then choosing what you can do next time. You can only, when you recognize, acknowledge and celebrate, you can only start believing in yourself more, especially when you implement the changes, the change, one change, that you know is going to tighten things up. Okay second thing that is going to help you when it comes to developing unshakeable belief is to go beyond your comfort zone. Like really, really stretch yourself. And I say, if you can do this on a daily basis, you're going to make quantum shifts, but honestly, it doesn't even need to be on a daily basis.

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It doesn't even need to be on a daily basis. I'm thinking about when I went to Columbia in 2019 and I did a cliff jump and I was so petrified, I was so afraid that I was going to die, which I was never, there was no chance of me dying, but I was afraid that I was going to die because I'm not a good swimmer, you know, I don't like cold water. I'm just, yeah, I don't like that. But I found the courage. I didn't want to let down my team and I found the courage to jump off the side of the cliff. I honestly believe that it was on that retreat, being surrounded by seven and eight figure entrepreneurs, that was the first time that I believed it was possible for me to be a seven figure entrepreneur and then facing my fear and doing this cliff jump.

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Absolutely for that moment in time, it made me believe that I could do it anything. And then over time using that courage, finding that courage to do the thing that scared me changed me energetically, because I went and did something that I felt uncomfortable with. Now you do not need to go and throw yourself off the side of a cliff to develop unshakeable self-belief. And what's really interesting with that example is that I didn't believe that I was going to be safe. I was really truly afraid and I had to move past the fear. It was like I felt the fear and did it anyway. Now obviously there was a small part of me that believed that I wasn't going to die, otherwise I wouldn't have done it, but the overwhelming fear, the overwhelming feeling was fear. And the fact that the fear wasn't real, it wasn't, I wasn't going to die.

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And it was, there's never any chance of that. And I did it. That was immense. Now you can be applying that on a much smaller scale, but on a daily basis. I always think going out of your environment and being with other people and having a deep dive always is incredible, but that, something special happened there for sure. You can be doing this on a daily basis. I want you all to just take a moment right now. Just take 10 seconds, close your eyes. And I want you to answer the question. What's one thing I'm putting off because I am feeling scared. And then I want you to open your eyes. Don't judge the comment, and you know what, this can be personal, or it can be business related, whatever it is. It doesn't matter. I just recommend you actually own the first thing that came up, because the thing that I did was completely personal, but it created a whole new level of, if you can do that, then you can do so many more things.

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So what I want you to do is really take and I want you to write down one tangible action step that you can do today to really take action on that. Okay? And with something like allowing yourself to be seen, you can have the same action, commit to the same action every single day. Get specific about what the action step is going to be. You don't become more resilient by doing scary things on a daily basis, it just gets easier for you to do. And the more you do them, the more you know that you are growing, that you're stretching and that you can handle anything which really brings me on to point 3, which is just choosing to know that you're

capable of doing difficult things. It's really interesting to me that a lot of people live within the idea, the story of their own limitations.

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'I've never been very good at this, so I'm never going to be very good at it. I tried this once and I failed.' Just every day. You know, again, you say this to kids, you say this to kids all of the time, 'you can do hard things. It's okay. You can do hard things. You can learn to ride the bike. You can learn to swim.' And it's the same with us just when you, like, I think for me, when it comes to my belief, what I am saying to myself, is just that it's not an option for me to not get where I want to go. And I'm really okay with it taking one year, two years, five years, 10 years, like I'm in it. I'm going to work it out. It doesn't matter how many obstacles are presented to me.

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I'm going to work out because I'm the type of person who is capable of working out difficult, challenging, hard things. Are you capable of doing hard things? And if there was any part of you that thinks the answer is no, I challenge you to look back at your life and see what you've already had to overcome in order to get to this place. And it's really tuning into that energy. And I want to say that systems, blueprints, templates, all of those I create to help make people taking the steps in their business more easy, however, business as a whole, if it were really easy, everybody would be doing it. This is challenging. Not necessarily because of business itself, but because we have to get over our own stuff. That's the real, most challenging part about business. When we choose to know that we're capable of doing challenging and hard things, it means that we then will put ourselves in the position to do the scary thing at least once a day.

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And when we fail, when we do the scary thing, rather than taking that as a sign that we're not capable of doing it, we just look at how much better we did than the last time we did the scary thing. They all feed into each other. So my question is, is, are you prepared to own the fact that you can do difficult things? You can do hard things. You got this, you've got this, my friends. Right, so progress, not outcomes. Okay, one. Two, stretch yourself beyond your comfort zone daily and three, choose to know that you are capable of doing hard things.

Right my loves, have an incredible rest of your day. And if you enjoyed this episode, please do me a favour, tag me on Instagram and don't forget to leave us a review. We can spread this magic for online and remember faith plus action equals miracles.

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