

The Limitless Experience Podcast
10 big lessons from 2020
Transcript

Suzy:

Alas, that feeling with love, you can embrace it, you can soothe it, you can set light to it, and as you then you find and feel your body softening as the chemicals of oxytocin, as the emotion of love swells around you, at that point, you can ask yourself what's the next best step.

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 beings. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I am recording this on the morning of the 31st of December 2020. I'm not sure when you will get to listen to this episode, but it is a beautiful, beautiful day here in Valencia. The sun is streaming through the windows warming my face. The sky is blue, the leaves and the trees are just waving ever so slightly in the breeze and I am feeling a huge amount of appreciation for all of the lessons that 2020 has brought us. I, without any shadow of a doubt, realize that I am broadcasting sitting here in a really, really privileged position. All of my family are healthy. Everybody is, who should be working, is working. My birth mother is safe. You know, all of my family have their health and we haven't lost anybody to the pandemic.

Suzy: [\(02:54\)](#)

My business is thriving, has grown exponentially over the last 12 months. And I know that this isn't a story for so many people around the world right now. And I know that as we go into 2021, that there is going to be much more, much more suffering and many, many more people whose lives were thrown into disarray, into deep sadness, into grief because of the pandemic and how the governments around the world are dealing with the pandemic. And so as I sit here this morning, I am in a, probably more than usual, deeply reflective mode. And I wanted to share with you some of the biggest lessons and there have been so many, but some of the biggest lessons that I will be taking into 2021 with me and things that I will be choosing to really double down on, and I invite you to take what resonates with you and leave what doesn't.

Suzy: [\(04:13\)](#)

So I believe that the reason that my business tripled in revenue and increased profits year on year is because I had the audacity to think bigger. To think bigger than what "a person like me" should be thinking to think bigger than somebody who had the business size that I had in 2019 should be thinking, to think bigger than what my peers at the beginning of the year were thinking. And I believe that it's because I had this vision that I'm able to sit here today and say, wow, not only did I become a seven figure business owner in 2020, not only did I set the target of hitting 1.1 million pounds in revenue, we actually exceeded that and hit 1.2 million in revenue. And 1.8 million in sales. If I hadn't had the vision to step into seven figures, then this would not be the conversation.

Suzy: ([05:31](#))

And of course there are many other supporting factors. There are people that had a big vision coming into 2020 that saw that vision ripped out from underneath them. However, what is it really, really true is that the way that I have got to 1.2 million in sales is not the way that I saw I was going to get there. I'm going to say that again, because I think that this next lesson, and it is the next lesson, is wildly wildly underappreciated, but the way that I thought I was going to get there, isn't the way that I got there. Why? Because 2020 and the pandemic, and a whole host of situations and scenarios that I could never have predicted happened. And I had to stick to the plan and throw the plan out the window. And so the second lesson is be flexible, be flexible. I had the plan and I stuck to the plan.

Suzy: ([06:51](#))

The plan was, I am a seven figure business owner. You know, that was the intention, but the how I got there was completely different. I was willing to look at what was going on around me and tune into what do I think is needed here? How do I get to show up today? What is going to be required of me? And what am I willing to let go of? I mean, I literally thought like every sentence that I've just said could be its own standalone podcast. I think what I might do is take the transcript of this podcast and make each of those things a standalone episode because they are all so freaking important. Like if you haven't got your pen, go and grab it, grab your pen and your journal and see where this adds up for you. See where you were in resistance to what was going on.

Suzy: ([07:53](#))

When you are wildly rigid in your belief about how something needs to look or something needs to be, how you need to look, how you need to be, you strangle creativity, you block your intuition and you find yourself on a path to nowhere because you haven't been willing to be flexible. You know, that lesson is something that I am excited about taking into 2021, where I have stupidly ridiculous goals and a loose plan. I do have a plan of how I'm going to get there, but I know in my heart that other things are going to come up, that feel so deeply aligned that will support me in getting to where I'm doing. And I cannot remember who used a phrase that is similar to the one that I'm going to use, but this is not completely mine, but it is making room for magic.

Suzy: [\(09:04\)](#)

It might be Nikki Elledge Brown, but it's, it's the premise that you can have an idea, but we leave space. So it's like you might have a target of 250,000 pounds or \$250,000. And you're clear on how you're going to make the first 200, but not so clear when the last 50 and that's okay because we just leave space for magic and miracles to occur. It's in that space that we can be flexible. And I think particularly with the way that I have launched this year, there has been more structure and more awareness of what is supposed to be happening next than what I've ever had in my business. And for somebody who values freedom and values being able to come up with an idea and just run with it. You, you can't do that as easily. When you have a team of people working with you, because your thought means that, you know, five, six, 10 other people have to change what it is that they're doing in order to accommodate you.

Suzy: [\(10:23\)](#)

And that just does not work so well. However, within the structure and within the knowing what the next step is going to be, what we have been able to do, is really be flexible to what is it that we are seeing happening during the launch that needs to be tweaked, massaged? What is it that I'm saying that I need to put more of an emphasis on it? What then can happen in between the launches? Oh, okay. Actually this little primer doesn't feel so good. This feels amazing. Let's go with that. So there gets to be fluidity in structure. There gets to be intuition used within a framework, but having a framework is, has been for me super powerful when it comes to being able to use, utilize flexibility in a way that serves me and serves my clients in a far more effective way than me just being like, oh okay, let's do this random thing right now.

Suzy: [\(11:33\)](#)

So lesson number two is all about being flexible. Lesson number three, and I think that this is one of the biggest things that holds people back, is being willing to get things wrong. I believe I got a lot right in 2020, but I got a few things wrong that really I found quite painful. I found quite difficult to deal with on a professional basis. I got loads wrong personally, but right now I'm thinking about the business. And that was, those things were hard for me. And I just, I suppose what I want to say is that it's okay. It's okay to get it wrong and it's okay to show up imperfectly. And I genuinely believe that because I am willing to go through the pain of up. And I suppose what I really mean is what's painful is not the mistake, what's painful is feeling like you've let people down, feeling like you haven't lived up to an expectation that somebody has placed on you.

Suzy: [\(12:56\)](#)

And it takes real work, inner work, to be okay with not living up to everybody's expectations all of the time. And I think in business, it's a really fine line because when you sell something, you have a responsibility to live up to an expectation. I think that when you are used to going above and beyond or delivering beyond

people's expectations, because you pride yourself in surprising and delighting people, when you don't live up to an expectation, a high expectation, a high bar that you have set, even when you are still delivering what it is that you have promised, that can, it can really cut. And I think that there is several things, several sub lessons within this space. I think that the first is always look to over-deliver on what it is that you are promising. I think that that is good business practice, and it's not something that I am going to stop doing.

Suzy: ([14:15](#))

And also realize that sometimes you are never going to be able to deliver exactly what everybody wants all of the time, that you are never going to be able to make everybody ecstatic. And I think that whilst it's absolutely fine to have a very clear intention that you want everybody to be surprised and delighted with everything that you do all of the time, being very, very careful to see where that desire is coming from is super important. If you desire that affirmation, because it validates who you are as a person. And I think that often we do things in our businesses, you know, often I see clients doing things in their business that they don't really want to do, but they crave the validation from their clients so much that they compromise their own values. They compromise their vision in order to keep a small subsection of their clients happy, even when they're already delivering what it is that they've said that they're going to deliver.

Suzy: ([15:38](#))

And so it's this, it's the inner work. You have to keep coming back to the inner work and really looking to see what is the true motivation of me taking any action. What is the true motivation of me taking, of me not taking an action and then deciding what is in highest and best for the overall vision. And obviously the success of your clients has to be within your overall vision. If it's not within your overall vision, then you are going to yourself up royally. So for me that goes without saying, but never allow yourself to be backed into a corner through fear of disappointing people, for fear of not living up to an expectation for fear of getting it wrong, you know, it's in the getting it wrong that you get to really learn about, okay, how do I do it better next time?

Suzy: ([16:51](#))

How do I get it to elevate this next time? And I think for me, the places where I've got it wrong in my business this year has been, they have been a real mix of humbling, like, okay, right, you didn't see this, you could've looked at this differently and got a different result. Okay, great. I now know how I get to look at things differently moving forward. And I also get to check in on myself when I feel my pain and "suffering", I get to look at where does this come from? Is this coming from fear of not being good enough being perceived in a negative way? Or is this a necessary part of this part of the journey to remind you not to do it again!? And I think that there are truths, for me in all of those pieces, I think my point is, is when you really truly desire to grow and you really truly desire to create a global impact

and massive impact in the world, be prepared for it to not always be neat and tidy, be prepared for it to be a little bit messy.

Suzy: ([18:14](#))

And when you are dealing with potentially hundreds or thousands of clients, understand that a hundred percent happy rating is a great intention to have, but you can't allow that to dictate your self-worth and the impact that you are having if you're not achieving that from day one. I mean, I think I don't even know whether I think that that is a great intention because I just know that it's true, that you can never please all of the people all the time, we can aim to please most of the people most of the time, and we can put metrics on that. And I think that that is super helpful and super necessary. So there we go. I've just coached myself on releasing that desire to embody perfection, because as we know, perfection only exists in a dictionary. I think that this next lesson number four has been so huge for me personally in 2020.

Suzy: ([19:28](#))

And this has been putting people first. And I think that I saw this in The ONE Live. So The ONE Live is my three-day live event, this year we're doing it virtually because of the pandemic, but last year was the first time that I had hosted a live event over three days. And there was a huge amount of nerves and fear going into that experience. But the clear intention for me was I want people to feel a certain way during the time that we spend together. And I want that feeling to change their perspective on what is possible for them in this year. And there were a hundred people in that room. And I lived into that intention with every cell of my being. It wasn't about me. It was all about them and that experience and genuinely, it was one of the most life-changing experiences of my life bar none.

Suzy: ([20:43](#))

And I'm super excited to be able to do something different this year. I truly believe after hosting several online retreats in much smaller groups, that it is possible to create incredible experiences, experiential experiences online. And so we get to do it again in a few weeks time. If you haven't got your ticket, go and check out <https://suzyashworth.com/the-one-live/> and again, the intention is the same, is to create an environment where the experience of the people who show up, they're just blown away. They are absolutely 100% just minds are blown. Consciousness is expanded and people leave ready to take home, whatever the world has to throw at them, I'm like yay. It's people first. And I think that the other place like notable and obviously people first is something that you get to infuse in everything that you do every single day, the year.

Suzy: ([22:10](#))

And for me, one pivotal point that stuck out is when I launched my programme called the gateway. And that programme for me was such a departure from anything that I had publicly done. I went deeper with that than I had ever done before. In terms of talking about quantum leaps, quantum transformation and what I

believe it was necessary to make a quantum leap. So transformation across our conscious subconscious, energetic and physical pillars. And that program was life-changing for me because it wasn't about business. It was about energy and it was showing people how they can harness their energy in a way that changes people's lives, changes the lives of people that they interact with changes their own lives. And I did that because I felt so, it was so clear to me that, yeah, that was what my soul was saying. This is required of you, now is the time that you get to stand up and show up in a way that is going to change the world, stop doing what you think you should be doing, stop doing what you've been told to do and do this.

Suzy: ([23:46](#))

And it felt so scary and vulnerable to put myself out there like that. And it absolutely was the most positive experience. I am so grateful that I listened to the nudge, and that nudge was, yes it was for me, but moreover, it came from a place of, this is what being of service looks like for you right now. This is how you need to serve, this is what people need. And so putting people first in that way was so magical. And I believe that was a continuation of the catalyst that started in January to just keep opening me up, to go deeper and deeper and deeper into purpose and service to create what has been, you know, just an incredible year for the business. Lesson number five, for me was about creating more space. This year I have worked less than what I have ever worked before, which is beautiful.

Suzy: ([25:07](#))

I definitely have heard the cliché and the affirmation and the intention, the less I work, the more I create so many times or the less I work, the more impact I create, all of that good stuff. And I think that that's not about not doing anything. It's about calling in the support that enables you to take your foot off the pedal. And so that has been amazing for me. I know that again, going back to the gateway that came through so clearly after three days of silence, and as we go into 2021, I'm looking to see where I can create more space in my day-to-day life. That has never been more important to me than what it is right now, for reasons that I will share in a later podcast, but that creating space for my family and creating space for myself to connect with myself.

Suzy: ([26:21](#))

So I can go in and do the inner work. So, so important, which really leads me to lesson number six, which is come back to your inner game every single freaking day. Every day, come back to your inner game all of the time, come back to your inner game. And when I talk about, about your inner game and talking about your energy, I'm talking about what it is that you are emitting. I'm talking about the frequency, I'm talking about the amount of light that you are emitting. Whether you associate with being a light worker or not, it's kind of irrelevant. If you desire to influence people, you know, if you desire to help people think differently, help people behave differently, your energy is everything. And the deeper I have gone into my energetic work tuning in manipulating it, expanding it, releasing anything from my energetic field that stops me, limits me, holds me back, makes me feel like

I am less than not worthy, not a child of the universe, not a miraculous being made out of stardust.

Suzy: [\(27:51\)](#)

Anything that stops me tuning into that frequency and vibration gets to be transmuted. When I take the time, when I create the space to go inwards and really look at what is going on in my energetic field. And what's interesting is that you don't really even need to go inwards to look at what's going on in your energetic field. What is going on around you externally will absolutely tell you what is going on internally. So if you feel like everything you touch is turning to shizzle, go in and look at what it is that you get to release on an energetic layer, on an energetic level and see how your external experience starts to change. But that for me, this year going into 2021, even more important. It's just such a big part of the puzzle when it comes to my success. And I think that it's still so easy for so many clients when things aren't going well to either get lost in navel gazing from a you're not good enough perspective.

Suzy: [\(29:19\)](#)

This doesn't work for you. I need to find this core wound and that caught, like it's a really fine balance between tuning in and starting your day on a high vibe and spending days, weeks, months looking for the stories of your childhood or past lives that's stopping you from moving forward today. And for me, what is super helpful in reducing the amount of time that you can get lost in. So again, it's just a balance. Some people do need to genuinely take just time out of their life to get back on track. And what I tend to find for me is that just tuning into what I'm feeling. What am I feeling? And nine times out of 10, the feeling is just right there. It's fear, why am I feeling fearful and feeling fearful because I don't feel good enough to be able to do X, Y and Z.

Suzy: [\(30:27\)](#)

Oh, okay. You don't feel good enough. Now you can go back. Why don't you feel good enough, dah, dah, dah, or you can just, blast that feeling with love, you can embrace it. You can soothe it. You can send light to it. And then as you find and feel your body softening as the chemicals of oxytocin, as the emotion of love swells around you. At that point, you can ask yourself, what's the next best step right now, coming from that place of love coming from that place of choosing to know in that moment that you are loved, you are supported and that you are more than good enough to live in to the highest version that you have for yourself. What's the best next step coming from that place. And from that place, choose to take action. The transformation and a transmutation can be super quick.

Suzy: [\(31:28\)](#)

And then of course you get to spend, you know, it can be beautiful going deep for an hour or two hours, or going on retreat for three days and really just excavating. You're bringing up all of the stuff and letting it go. Like, I love doing that. And like on the day-to-day like for me, at least I've got to get done. So I need to, I need to

be able to balance that. And that's one way, there's an infinite number of ways, but that's one way that I find the balance in that work. So I can keep continuing to do what I know I'm here to do. Lesson number seven is about being able to distinguish between your heart and your head. And I think that this is super challenging, absolutely imperative. Most of us are when we're not being conscious, being driven by fear.

Suzy: ([32:35](#))

And we use the sentence my intuition says no, or my gut says no, without realizing that it's not your intuition or gut saying no, it's your head saying no, because it doesn't feel sensible, because it doesn't line up, because it's not logical. It's not the right time. All of those types of sentences that stop you moving in the direction of your goal. And so I really want you to hear me when I say this is going to be most useful for you if you want to take it into 2021 is to get very, very clear on your goal, your vision, your intention, and then ask yourself when you're presented with opportunities that you find yourself feeling scared about, because it's a commitment of time. It's a commitment of money. It's some kind of commitment that takes you beyond where it feels comfortable. Most people think that that fear or the dread or the sickness that they feel is a sign from the intuition saying, no, no, that is your head creating a chemical response that says this is unsafe.

Suzy: ([33:59](#))

And so really being able to tune in to the difference between head and heart is such a powerful, necessary, useful skill that only comes when we create space and take time to go inwards. When you get presented with something that gives you the opportunity to take a step closer to your goal, and you're saying no, that it's your head, not your gut, 99% of the time. And I think that people miss it, people miss that. So be aware. And I think even outside of business, it's the same thing, you know, head says, be sensible, stay safe, do what you know. Heart says, this is another crazy, but you need to do it. Lesson number eight, it's a huge one. Don't be dictated to by people who have a smaller vision for you than you have for yourself. And that could also be said, as don't be dictated to, by people who have a smaller vision for themselves than you have for yourself.

Suzy: ([35:20](#))

It is so interesting to me, how, and I have peers who have said to me, oh no, you don't want to do that. You don't want to do that. And it's because they don't want to do that. They want to grow in their way, at their pace, at their timeframe. They want to take their foot off the pedal. And so they might look at me or you and say, oh no, that's wrong. And these are all of the reasons that it's wrong. These are all of the reasons that it's wrong for them. It doesn't necessarily mean that it's wrong for you and your capacity to tune into what is driving my decision. Is it their head or my heart? Is it, my head is responding to their fear mongering or is that genuinely what my soul is saying this is the best next step? Really important, especially when you are looking to move yourself beyond your regular zone of comfort. Lesson number nine, there are genuinely an infinite number of possibilities for any given scenario.

Suzy: [\(36:34\)](#)

And that means that you can either do it the easy way. Well, the easier way or the hard way or the harder way. And I can't even explain how valuable it has been to me to realize that. I don't have to push really hard for anything. I don't have to do that. I can do that and I can get the result by pushing really hard, but I don't have to do that. You don't have to push really hard to get the result that you want. You get to look at things differently. You get to feel into, is there another best and highest way for me that involves me behaving in alignment with my bigger vision. So much of what I have had to say in this episode really is an invitation for you to keep coming back to your bigger vision all of the time. I see a lot with people making short term decisions for short term results that ultimately when they get the result, because they've been thinking short term, it doesn't feel quite as satisfying because they have to then go back and push really, really hard in order for them to get the results that they want.

Suzy: [\(38:04\)](#)

The next month. What I did this year was made decisions that mean that the way that my business grows over the next three years, we're going to see crazy, crazy growth. And it's going to be done with ease because of the way that I'm building every month. I'm not starting from scratch every single month and don't get me wrong there are some people who love starting from scratch every single month. I'm not one of those people for me, that's the harder way. For some people, my harder way is their easy way, because that's the way that they operate. They've got the audience that they need to be able to sustain starting from scratch every single month, like the systems and the structures are in place for that to work for them. But as somebody who has traditionally had a smaller audience and smaller platforms, building something where there is a very clear "end" vision, a very clear bigger vision that everything builds towards is the easier way.

Suzy: [\(39:24\)](#)

So it's really remembering that there are 101 different ways to skin a cat. My invitation to you is to look at the people who are skinning the cat in the way that you feel inspired to skin your cat with, and learn from them. You don't have to put yourself in a box that doesn't suit you because you feel like that's the only way that you can do it. It's not true. There are many, many ways that you can do it. And then finally, lesson number 10, is trust. Lean into trust. Trust that you are fully supported. Trust your mission is divinely guided, trust that it's safe for you to listen to your heart. Trust that it's safe for you to let go, trust that it's safe for you to create a space, trust that you have enough, trust that it's safe for you to go beyond the surface.

Suzy: [\(40:36\)](#)

Trust that it's safe for you to not live up to everybody else's expectations. Trust that it's safe for you to have a big vision, trust that you are in exactly the right place right now, trust that all of the mistakes and the learnings are for your highest and best.

Trust. I hope that you have enjoyed this episode. Thank you so, so much for all of the support that you have shown me and the podcast over 2020, and thank you in advance for all the good times that we have ahead. So my friend hit me up if this episode has been useful, enlightening, uplifting for you, you know I love to get your tags on the gram. If you haven't left a review for us yet over on iTunes, I will love you forever. And remember always that faith plus action equals miracles.

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