

The Limitless Experience Podcast
Getting intimate with your numbers
Transcript

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The things that I spend money on are coaching and development. That's what I spend my cash on and I will never not spend my money on that because that is what I am passionate about.

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.

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Hello hello, you gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. Wow. I heard that. Wow. I'm not saying anymore. I want to talk to you about getting intimate with your numbers. And it's funny actually, because when I was first thinking about the different things I wanted to speak about in my next few podcasts, I use the words getting to know, and it isn't about getting to know your numbers. It is about getting intimate with your numbers. And I think that this is something that I avoided for such a long time in my business because of the story that I'm no good with numbers. I am no good with maths. I don't really understand it. It's not my thing. And it's really interesting that I had allowed that story to run for such a long time. It's a big reason

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I believe that I wasn't able to grow my income, you know, and let's be real. I have had pretty great income growth over the last seven years up until 2019, I doubled my income year on year, but I was not in control of my relationship with money. And it's, I believe it's because I didn't feel safe around it. So I didn't want to get deep. I didn't want to be intimate with it because I was afraid that the other shoe was going to drop and I was going to be left in the shizzle. So the game was, you know, one hand over one eye and the other eye just slightly open squinting at what had come in, allowing myself to be a little bit happy about it and then pretending that was it. Not looking at the expenses, not really focused on putting money aside for tax.

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And it was always bumm clingy, you know, I'd get these 20% tax, but it was, my income was right rising and rising and I'd get these 20% VAT bills and not have the cash there and be like, what, how, what, but I'm...!? And I see this so frequently, the way that this presents itself now is people saying, how do I manage my finances? I

am not sure what I should be looking at, or I'm worried that I'm investing too much into my business. And so I wanted to share with you some of the things that I have been that I've known that I needed to do for a while, didn't do them, full transparency, and then other things that have come into my awareness of late that I actually, I absolutely do and live by. And it has been just a real relief, actually.

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And before I go into the practical, I really just want to talk about the mindset of that intimacy with your money and a big shift, which the concept was first introduced to me through, Denise Duffield-Thomas' money bootcamp, and then has been reinforced in many different ways, across many different money courses that I have done over the years. And just really looking at your relationship with money and switching the word money for love, or the word money for relationship and looking at the way that you engage with it. And for me, for a very long time, I just didn't pay it any attention. It was like, oh, hi there. And when I did pay attention, it was like, I want this, I want that, I want this, but there was no give. It was all take. And then it was irritation if it didn't perform the way that I wanted it to perform.

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And it was super clarifying to know that if I was treating another human being in this way, of course I would not have the relationship that I decide. Of course it would be completely like topsy turvy. And so the most basic thing that I have done for years and years and years is just record my money, track my money every single day, look to see what is coming in and the big thing that I don't have a spreadsheet for, but I have a much deeper awareness of what my expenses are on a monthly basis. And now I have a new finance team. I would say that things really changed for me about two years ago, when I hired a bookkeeper and each month I would be able to see what I was spending my money on. And prior to me having this bookkeeper, I didn't have that clarity.

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It didn't really make me change my spending habits because I have increased, and actually I'm the things that I spend money on are coaching and development. That is what I, that's what I spend my cash on. And I will never not spend my money on that because that is what I am passionate about. And if I need to invest more, then I get to earn more. Like that's the way that I think about investing in coaching. And I believe that that's the reason that I am here in this position that I'm in as a seven figure entrepreneur today. So really getting to know my numbers and getting way more familiar with the expenses side of my business has been a huge shift. It's like I am, I began investing in my relationship with money in the same way as I invest, have invested and will continue to invest in my personal development journey.

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It's like really looking at it and getting to know it and treating it the way that I wanted to be treated. And so that's my first step for you is to really look at how are you treating? How are you showing up in your relationship with money? How are

you treating it? And if money were a relationship, how would you want it to look? And how would you choose to be showing up if it was your *ideal* relationship? The second thing that has been super helpful is just setting a goal for how much I want to contribute. And you know, that I set big money goals, and I talk about the importance of not being attached to them. And when you are setting yourself a big, big money goal, that it is going to take you a few months, maybe even years to hit. It's not always useful when it comes to budgeting and planning what you are going to do with the rest of your income.

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And so getting really clear on how much you want to be able to spend on specific things each month is really helpful. So it might be, you want to be able to donate 5,000 pounds to charity next month. And you know that it costs you 10,000 pounds to run your business, and you want to have 5,000 pounds for yourself. Then you know that the baseline revenue that you want to be able to take out of your business for the month is 20,000 pounds. You need to know that figure, and again, if you have "realistic goals", great, if you have kind of out there stretchy big, expansive goals like I do then knowing what that baseline figure is, is just really, really grounding and clarifying. From that place, you get to look at how much money do I already have coming in in my recurring revenue, if you have recurring revenue, and if you don't, you get to very clearly see how many clients do I need to bring in how many sales do I need to make in order for me to be able to pay my taxes, pay my expenses, and then take out this additional money that I want for place X, place Y and place Z.

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So you are reverse engineering your money. And then from that place of knowing how many clients that you need to book in order to be able to fulfill those desires and live the life that you want to lead. Remember, you know, I run a programme called the freedom experience. I don't want you working your fingers to the bone all of the time. I want you to have that internal freedom that comes with clearing the crap that says that you are not enough. And I want you to have the strategic and practical insights required for you to be able to run a business that gives you that time freedom as well as that wealth freedom. And so from that point, you get to ask yourself, and you know how many clients you need for the month is how are they coming in? Am I launching, am I not launching?

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Have I got ads working for me? Do I need to do a collaboration? You get to see exactly what is required of you at the beginning of the month. And so that goal, like the intention is for you to get clarity on how much money do I want to make, or how much money do I want to be able to take out of the business this month. From that space you get to look at what have you already got coming in. If you don't have a recurring revenue system, I really encourage you to look at your business model and how can I play around with this so I can have recurring revenue every month, I get

to stack on every month, how many clients is it going to require me to get there? And then how am I promoting? How am I selling? What is it that I'm launching

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that's going to enable me to hit that target. So I hope that that was super helpful. Money, money, money, talk. If you loved it, you got value from it, please hit me up on Instagram, share it far and wide so we can get this out to more people. And if you just love the vibe and you want to come and play in person, then come and hop over to the quantum success hub over on Facebook. I am there live every Thursday, commenting on posts every single day and it would be great to have you in the space. So without any further ado, I am going to bid you farewell and remind you that faith plus action equals miracles.

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