

## The Limitless Experience Podcast

How specific are you?

Transcript

Suzy: [\(00:01\)](#)

Using templates really has helped me articulate what it is that we do that is so unique, in a way that I've never really done before. And I'm like, wowzers, we got to seven figures and we never really told people what we were doing. How the heck did that happen?

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, and you are listening to the limitless life experience podcast. And I've got a quick one for you today, and it is all around what is required at every single level to take your business to the next level. And the reason that I'm sharing it with you is because at the moment I have two incredible new coaches who have joined the team.

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And so there are now five of us on the coaching team, which actually blows my mind. It blows my mind. It's been, I think one of the most, I won't say challenging, but it's been definitely one of the most interesting processes of scaling the business, actually bringing other people in and working out, being able to release what you no longer need to do yourself, and identifying what's the magic, but other people bring to the pot to make what you started a thousand times better. That process has been really, it's been a process and it's been something that I never thought was possible because when people have asked me in the past, how do you do this? Or we love the way that you coach, like how do you do it? My answer has always been, I don't know, like it's very intuitive. I'm very flow based.

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I just, my superpower is hearing what people don't say. Like that has been what I have said for a long, long time. And as with everything that has changed and shifted in my business, when I've wanted to create the next level of expansion, I've had to tell myself a new story, one, and two, and this is not the way that everybody does it, but I have always gone to mentors and coaches who have done what I've wanted to do and said, how do I do this? And so, you know, a big part of the learning that I have been doing over the last eight months has been around improving my leadership skills when it comes to leading behind the curtain, what's going on with

the team, and scaling, and understanding how to download what is in my brain and transfer the knowledge. And as I say it's something that I didn't think was possible, and I had no idea how I was going to do it.

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And I think as always, you just don't know what you don't know, but usually 99% of the time somebody has walked the path before you, and it's really bloody helpful. Now, the reason I'm sharing this with you is that one of the things that has come up when I am sharing with the coaches, like what am I looking for when somebody submits an aligned offer? What am I looking for when somebody submits a challenge outline, what are we looking for? And the answer that comes up again and again, and again, and again is specificity. I don't know if I just said that I was about to make a joke about how long it's taken me to actually nail that word. But as I say it, whilst I'm not tripping over my teeth, like I used to in the past, I'm still not actually sure I'm saying the word correctly, but hey, we're all friends here.

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It doesn't matter. The point that I want to get across is specificity, specificity... you know what I'm trying to say, being specific really changes the game. And I've literally just seen it in my own business, you know, for the last year or so, I have been talking about how I help people create six-figure breakthroughs in their business. And, you know, I've been doing it with private clients. I've been doing it with the guys in the freedom experience. And what's interesting is that I was using a formula that I wasn't consciously aware of when it came to helping people find the gap and then elevate. And for sure, whilst not everybody has done exactly the same things. There is a real pattern with both my private clients and my group coaching clients when it comes to those people who have really skyrocketed and seen six, multiple six figure launches and six figure breakthroughs in their business.

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And what's really interesting is, you know, with my higher level clients, it's literally a matter of time before we'll be able to say I'm extremely proud to have supported somebody to their own seven figure breakthrough, creating a seven figures in income in their business. It's just a matter of time. Now what I see even with the people that are coming to me at a higher level. And even as I said, in my own business, the moment you get more specific, and I think what's really interesting is that even if you had just spoken to me about this six months ago, three months ago, I would have said I started off really niche in my business. I worked with baby business owners. That was really niche, teaching marketing, online marketing, tools, techniques, tactics, strategies, to baby business owners. That was a very smart move because I was able to speak the language of that niche in a way that general marketers were not able to do.

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And so it helped me make a name in a small pond relatively quickly. And I was able to take that momentum and run with it. Then if you asked me about my story, I

would say that that niche broadened, you know, I wanted to stop working with baby business owners. I moved more into the creatives. I attracted a lot of people who worked in the baby business industry that wanted to become coaches. And I attracted people who wanted to do what I was doing. And then it's broadened out that the more I have spoken about my own journey with spirituality and plant medicine and all of that good stuff, the more healers I have attracted, people in the wellness space I have attracted. And I would say that I, as an audience, my audience has got broader. And I think that part of the reason that that has happened is because I've done my time and I've built up my audience.

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And I now have, you know, a relatively decent size email list, nothing in comparison to the gurus. But you know, we're probably around 10,000 on our email list, 10,000 followers on Instagram. So we've built it up a bit, but the moment that I realized that actually rather than marketing a six-figure breakthrough, which is broad, I let people know what I've done in my business to scale to seven figures, which is create a transformational group coaching program. And let's just talk about that - totally different ball game, totally different ball game in the way that people go, oh, that is what she is doing. And I have to give props actually to two people, one to Shaa Wasmund who was like, oh yeah, I mean, that's what you do isn't it? Group coaching programs? Like that's, that's what you do. And I'm like, yeah, yeah, that is what I'm doing.

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And then Mariah, through putting together my new master class using her templates really has helped me articulate what it is that we do that is so unique in a way that I've never really done before. And I'm like, wowzers we got to seven figures and we never really told people what we were doing, how the heck did that happen? It happened for a whole load of reasons. Mainly because of the way that we enroll people actually, and the mechanism that we use for introducing the program, we never actually really sold the program. And so of course that's a very, very exciting for me to realize, oh yeah, you can still get even more specific Suze. You know, you're saying this all of the time to your clients, be specific, be specific, be specific. This sounds vague. This sounds general, this is coach speak.

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This is like not tangible, please don't tell me you want to empower someone to step into their fullest potential. Of course I use words like that, but I've bloody been in the coaching industry for the last eight years. Normal people don't use words like that. You know, and even coaches, even if you are working with coaches, the moment that you can take, 'I want to empower someone to step into their fullest potential' and say, 'I can help you walk out of the door feeling like the sun is shining out of your backside as you ooze with confidence. When you step on to that stage, that you have been yearning for, hoping for, wishing for, for your entire life. And you stand there and own it. You own your power in a way that radiates from you. So that

even though you are not saying a thing, everybody can hear you.' When you are able to take

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Now obviously that's not going to work as a tagline, but my point is that when you can start taking generalized messaging and get uber specific and provide tangible, real life examples of what somebody is going to think, feel, see, hear, taste, you will attract more of your dream boat clients. I can talk about a six figure breakthrough, or I can talk about somebody who really wants to scale their impact and their income by creating a transformational high ticket group coaching program. You know, when I talk about having a six-figure breakthrough, the person who wants to who is already interested in creating a group program, they're not coming to me because I sound like I'm just somebody who is a business coach who is going to help you make more money. The same person hears me specifically saying, this is what I am amazing at.

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This is what I help my clients do. This is what helped me get to seven figures. I'm the person to go to. And I have to acknowledge that it's been an iteration because when we first started the freedom experience, because the container was a lot smaller, everybody was doing lots of different things and it was way more of a mastermind vibe. As the container has scaled, then in order to help our clients get consistent results, it is much more helpful to niche down and say, okay, if you follow this, this, this, this, this, this, this, this, and this, you're going to get this output. When everybody's kind of doing their own thing is more difficult for you to really support, a larger container in getting those results. And so I hope, I mean, if you are interested in creating your own group program, go back and listen to this, because there's just lots of juicy nuggets that I really want you to be thinking about.

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Whether you are at the beginning stages of your journey or you're stuck and you're not quite sure on what it is that you need to do to scale it and grow it, like go back and listen. There are some gems in here. And the biggest one of all is whether it's you and your marketing, regardless of the vehicles that you use to support your clients, if you want to attract more people, be specific about what it is that you are offering and the transformation that you are helping to facilitate. Specificity. I don't think you say it like that. Tell me, can you leave me voice memos showing me how to say that name? Thank you. If this has been helpful, remotely insightful, then do me a favour, hit me up on the gram and let me know. Message me on Facebook, come and play over in the quantum success hub for female entrepreneurs. I go live in there every Thursday. It's super, super fun. And of course, remember that faith plus action equals miracles.

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