

## The Limitless Experience Podcast

### 5 must know launch lessons

#### Transcript

Suzy: [\(00:02\)](#)

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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, you gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast and I am buzzing.

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I am feeling really, really freaking good today. We are 48 hours out from closing the cart for the freedom experience. And I am just feeling the vibe. We have had such an amazing launch week, and I want to say straight up, this is not going to be our biggest launch by any stretch of the imagination. And yet it feels so expansive. It feels so incredible. And I think that the reason it feels so good is just the energy that not just me, but the whole team have brought into this launch has just been next level. And I feel that the people at the other end, so the people that have been showing up to the lives and doing their homework, they have appreciated the content and the energy and the support so much. I know from people posting in the Facebook group that "I've gone out, I've just charged the most amount I've ever charged for my service.

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I've raised my rates by 25% and somebody just paid." I know that we have changed lives. We have opened people's eyes. We have given them a different perspective on what is possible for them. And we've done that in just five days and that blows my mind and makes me feel so freaking excited. And so it's been a little while since I have done kind of like a launch debrief and what I want to do is share my top five lessons from this launch, with you, my friend, and I want you to take it and I want you to take some notes and then I want you to let me know on Instagram, how you feel about these notes. So one of the most common mistakes that I see people making in the lead up to their launch is that they don't give themselves enough of a runway.

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We like to be marketing our masterclass or our coaching series like 21 days out. A week for testing, and then two weeks for scaling and ramping it up. We started a little bit later than that this time, but we were probably about two and a half weeks out. And it does make a difference. And what we saw was that our ads did not perform as well as they do usually. And so even though we had a big target of 2000 people registered, four days out from us going live, we had I think it was 378 people. No, it's gotta be more than that. Maybe like 400 people. Anyway, I freaked, I freaked out. And then I took a breath and realized that nobody had died and nobody was going to die. And all we needed to do was get our heads down and start making invitations.

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So we did the ads, we still had the ads running. So we had, they weren't, they just weren't as effective as what they normally are. So they were definitely bringing people in, but just not at the rate and pace that we were expecting. So I readjust the targets and the goal was a thousand. We ended up on 947 people. And the team got out there inviting people to join the coaching series from my Instagram. That thing had the biggest impact and was the best thing that we could do with the time and the resources that we had. And so we were making between 200 and 500 invitations a day between Wednesday and Sunday in the lead up to the challenge. So I think that when we actually started the mini course, do you notice I've called it mini course, a challenge, coaching series.

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It was all of those things. So when we started on the Monday, I think that we had about 840 people, which is just incredible. And I think that the biggest mistake that people make is that one, they put their eggs all in one basket when it comes to ads, if they're using ads and if ads don't work they're then like, ahh what do we do? And then two, if for whatever reason, they don't have the numbers that they desire going into their coaching series or their masterclass or a webinar, they just kind of a bit like, yeah, okay, this didn't work. And they just settle for not having the eyeballs that are going to be required if you're still going to have a successful launch. And we didn't do that. And I think that from my own perspective, as much as I did have a little bit of a freakout, I was able to move through that contraction so quickly and get into the space of, okay, so what are we going to do

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then. I said, this is point number one, but really, I think I've probably given you three points in there. One make sure that you are giving yourself enough lead up, two, if you don't get the numbers, don't just tolerate it, get out there and, you know, go old school. And then three don't dwell in the, 'this isn't going right' if things aren't going right for you. So, so important. And me being able to shift my energy up into, okay, so what are we going to do? Of course, the team followed and not only followed, but really led, they were incredibly amazing. And I think that I said it to

them that this isn't just our launch. When we go into launch, we're launching for everybody in the freedom experience because we're teaching what is that we do as with everything that I do. And so if I am doing a launch and it flops that, that then makes them feel, Oh my goodness, if it can't work for Suzy, it definitely is not going to be able to work for me.

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So it's really important that when we have these hiccups and snafos we're on it and we're like, okay, what do we need to do? So we can then go back and say, this is what you get to do in this scenario. It's not just about us, it's about them. And the team really understood that and understand that and really stepped up and led the way. And I'm so appreciative and so grateful. I think the other big thing is that the management of your emotions is just so important when it comes to doing anything in your business. And I think way too frequently, people allow their emotions to get the better of them when they are, you know, when they're showing up in their business. And they think that that pang of anger, that trigger, that frustration, that guilt, that shame, that fear, that pissed off-ness is them, or they give way too much air time to that lower vibrational emotion that stops you then, that literally impacts everything else you do.

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It becomes a ripple effect for negativity that you're sending out, either consciously or unconsciously, because you've attached yourself to this emotion. It's like stop doing that. And I'm very aware that even though I'm a human being and I react and I get triggered and I get off and I get annoyed for sure, but my capacity to be able to separate the truth, which is everything's okay, you're not going to die. You are not going to end up homeless on the scrap heap if this ad campaign doesn't work. My ability to be able to drop down into that completely changes my energy field and gives us, as a collective, way more opportunity to go and do the work that we know that you need to do. So that was lesson number 1.7. Lesson number two is, and I've said this many, many times, repeat your launches.

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I have to say, this is the first time we have done this launch since November. So we were originally going to do it in March, but gave ourselves just a little bit of a break cause I needed a breather and we did it. We've obviously, we're in it right now. And I swear to goodness, it felt like coming home. And what was amazing is even though the "structure and the content was the same" and like air quotes, it felt fresh and new because what I was doing is bringing all of the experiences I have had and endured and experienced over the last five months, and I brought that to the table. And so it just felt really, really both familiar and new. And it felt like a new level of depth to what it was I was sharing. And I really felt that people felt that.

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And what was amazing is that I had people in there saying, this is the third time that I have been through this coaching series and I get something new from it every

single time. And I'm like, thank you, thank you so, so much. So don't worry about people being bored or if somebody's been through it before them not wanting to sign up again. Cause if you are giving really incredible value, people will show up because they want the energy. They want the kick up the bum. They want that fire lit within them and they want the insight and they know that you are going to bring it. So repeat, repeat, repeat your launches. Number three, detach yourself from the outcome. And I think that this is one of the most challenging things that you will ever learn to do when it comes to manifesting, attracting, creating, and allowing.

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So I think that what happens with a lot of people who experiment with this is that they go too far to 'oh, I'm not bothered, so I'm not setting any intention. I'm just going to see what happens and it is, what it is, you know, what will be will be.' And I'm like, I believe that you still need to have a clear intention. And then with that clear intention, notice where in my body do I not believe that? What are the stories I'm telling myself about why that's not possible? What do I get to release? Where do I get to create more spaciousness around the possibility of me receiving? And even in that word. So I'm listening to my speech patterns, I'm listening to my thoughts. I'm observing my thoughts, and the word possibility isn't in the highest of vibrations when it comes to attracting something in, it's where do I get to know?

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What do I get to release in order to know that this new goal is absolutely mine that it's already done. So you're looking for all of that. And once you find it, I like to work my way through it. So I have various different techniques, so whether it's meditation, journaling, speaking to my mentors, I'm working my way through releasing and creating spaciousness. How do I know if I have achieved and succeeded in the releasing? I can feel it in my body. I'm noticing how quickly does my mind go into scarcity, fear, worry about me not being able to hit the goal. And when that disappears, I know that I am in that space and then I get to release it. Then I just get to show up. And what I find is people either go into, oh, I'm just going to see whatever happens or they are so attached to the goal.

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And so attached to them succeeding that they strangle it. There's no spaciousness in there. What I want you to take from this point is your ability to create spaciousness and expansiveness when it comes to your goal setting is really imperative when it comes to having clean energy around yourself and what you are emitting when you're doing your classes. So we don't want it to be too tight. You are not your business. You are not a bad person if you don't hit your goals, you are not a great person if you do hit your goals, but we want you to have a really clear intention. We want you to notice if there's anything around you that is suggesting that you're not capable of receiving that it's not going to work for you and all of that jazz. And we just get to release it. My point number four for you is, know that there are people out there that you are not aware of, who are watching everything that you do and are just waiting for the right word, the right signal, from themselves,

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usually, maybe from you, but often for themselves that it's time to jump in. That it is time to get going. And if you continue to show up in that energy of whose lives am I going to change today. We got lives that we are changing. And I'm not even talking about the changing in your paid for program. I'm talking about the lives that you get to change just by showing up and sharing your energy, your intention, and your insights into where they are stuck, how they get to move forward. You will be attracting in your dreamboat clients. Never, ever, ever think that you, that you're wasting your time because you're not getting the engagement or nobody's commented on here, or nobody's commented on there. Then my fifth and final point, actually is not on learning that I've had from this launch, but a learning from my clients in the freedom experience.

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Two of them today who have just really been on the roller coaster. On the roller coaster of 'is this the right offer? Is this my alignment? Is this what I should be doing?' And could have given up so many times, both of them came into our group today and said, 'I'm in the middle of launch. I've got 8 clarity calls. I'm in the middle of launch. I've done six sales in the DMS and I'm just rocking and rolling.' And I'm like that for me is equally as satisfying as somebody coming in and saying, I've just had a 92,000 pound launch. You know, I've just done my first 10 grand launch. I've just done my first five figure month. Those are just as exciting and expansive, especially when it's not easy. You know, it's not easy when you had a knock back. It's not easy when you felt like 'it's just not working for me.' And they have proven without a shadow of a doubt, not only what we do works, obvs, but when you refuse to give up, you can create magic. And so I really, really want to leave that with you today. You are needed, your work is needed. Get it out into the world. Okay. Please remember that faith plus action equals miracles. And I love you long time.

Faith + Action = Miracles