

The Limitless Experience Podcast
Why you're getting "I can't afford it" so much
Transcript

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

If somebody is investing in your services, the difference between investing and spending is that when you invest, your money, your time, your wellbeing appreciates.

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 hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. I just want to get straight into it today. I want to just dive right in and I want to talk to you about pricing, spending and investments. I think that people get this so twisted when it comes to their pricing, I've written about it and now I want to talk about it. I want to go a little bit deeper because frequently, even with clients who are doing this work with me, I catch their scarcity thinking when it comes to pricing their products and services and how this manifests itself when it comes to their pricing, is they start asking themselves questions like, can this person afford that? Or why am I attracting people who can only pay a certain amount or a lesser amount? And the reason that those conversations, internal conversations, are happening and they're happening internally first, I don't care what anybody says. You will always get a reflection of what is going on on the inside, on the outside.

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So it's happening inside first. The reason that those conversations are happening is because you're not clear on the return on investment somebody gets when they work with you. And what that means is when you think about your client coming on board, you're thinking hmm if they are earning \$10,000 a month right now, 10,000 pounds a month right now, will they be able to justify investing 1500 or 2000 on what it is that I am offering? And some people will talk themselves into it and they'll be like, yeah, that's more than fair. And other people will be like, oh no, that's way too much. What you are missing is that if somebody is investing in your services, the difference between investing and spending is that when you invest your money, your time, your wellbeing appreciates. And yes when you're selling business coaching, it is a lot easier for you to be able to say, this is the quantifiable amount that I believe investing in my service is going to bring you back.

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But as a coach of any type across any niche, you want to be able to say, how much does it cost you to not be able to do the thing that you want to do? How much is it costing you, sitting in the problem that you have, and what is the value? How is this going to improve your life financially, emotionally, spiritually? How is it going to improve and what's the value you would put on that improvement? And as soon as you start speaking in those terms, you shift the conversation from spending, 'I am going to do this, and it's going to deplete me' into 'I am going to do this and it's going to nourish me, is going to feed me.' And then the conversation isn't about how much somebody is earning, the conversation shifts for that person internally, to 'this is a thing that I need to do.'

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And it absolutely makes sense for me to release my savings. It absolutely makes sense for me to find other resources if I don't have that money sat in the bank account for me, for this, right now. I am going to be resourceful because I understand what I am going to be getting back. I understand what the return on investment is when I go all in on this, physically, emotionally, spiritually, and financially.' So I just want you to shift that conversation away from what are they spending based on where they're at, to what are they receiving based on where I'm going to guide them. And then when you're having the enrollment conversations, you're speaking in those terms. And yeah, I think that whilst I don't ever use the words or the phrase, can you afford not to, when it is laid out in that way, people come to that conclusion by themselves.

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Can I genuinely afford to continue in the way that I am right now? It's a real shift and it starts with you. And actually when you have that internal shift, you show up on the call differently and all of a sudden people that were saying, I can't afford this, are saying, oh I'm 1000% in, we're making this happen. This is a non-negotiable for me. And whilst I acknowledge that, yes, your messaging, like upgrading your messaging so you're talking to people who are in the mindset of I'm ready to take this step and I am ready to invest in myself. Of course, that matters. But I think over and above, like once you know who your dreamboat client is, if you're not attracting them and you're speaking to them in your messaging, which actually so many people that I know who have this problem, they have got their dream boat client absolutely nailed what they haven't got nailed is understanding the value of the service that they are offering, and then not talking about it in those terms.

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And that is what lets people down. So I hope that you are really going to take this and run with it. What do you get to shift? Ask yourself, what does your client, how do they benefit financially, emotionally, spiritually, and physically by going through your program and then you put a value on it. And then when you're in your enrollment conversations, you don't put a value on it, you ask them to put a value

on all of those shifts, across all of those areas and start to see your enrollment calls completely transformed.

Right, if this has been helpful, do me a favor, share the love. Let's get this podcast out into as many beautiful human beings, hands and hearts and ears as possible. And you know, the script, please remember that it's faith plus action that equals.

Faith + Action = Miracles