

The Limitless Experience Podcast
How to know when it's time to disrupt yourself
Transcript

Suzy: [\(00:03\)](#)

I always get the upgrade, and simply by taking yourself out of your regular environment for more than a day, that is a form of disruption.

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 beings. It is Suzy Ashworth here, quantum transformation and embodiment coach, and you are listening to the limitless life experience podcast. That's never going to happen again. Do not worry. I have no idea how many listeners I have just lost by adding that little riff, but there is method in my madness. I did do that for a very specific reason because today in this quick and dirty episode, we are going to be talking about disruption. And so if this is the first time you've ever listened to this podcast, it might be a little bit weird to have the host singing down the mic at you. And if you're somebody that comes back again and again, every single week, twice a week, then you'll be like, whoa, what is going on here? What is with the riff? What is she doing? Because we don't normally go on that long because quite frankly, it's offensive. Right? I get it. I understand. Don't shoot me. I wanted to talk to you about disruption.

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This is something that actually I have spoken about for years, it is part of the CDC formula, chemistry, connection, disruption, and convert, when it comes to messaging. It's the formula that I use very instinctively now when it comes to my messaging and the D is for disruption. And what is interesting is that I think that often when my clients are thinking about disruption, they're thinking about how to communicate a disruptive message or how to appear disruptive in the newsfeed, stopping the scroll, making someone think what, wait, what was that, you know, coming up, presenting themselves in an unexpected way. And all of that stuff, I think still stands. I think that it's still really important in increasingly competitive niches, in an ever increasing noisy world, your ability to stand out has never been more important. And so by stopping the scroll and disrupting the timeline, either with truths or, you know, visually looking different, standing out, I mean, there are very many ways that you can disrupt somebody's perception and or most importantly perspective.

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We want people to think in a different way so they consider taking a different action. They consider behaving differently. And when somebody starts to wonder if there was a different option, if you've done your job correctly and you are the right fit and you're aligned, you should have people saying, okay, maybe it's you, maybe this is the thing. However, in order to be a very powerful disruptor when it comes to your marketing, there is a step before that when I think about the biggest changes in my business and in my life, and it has been after a period of disrupting myself. And the last big change that I can think of is when I did a three-day digital detox in April or May I think of 2020. And during that time of silence, I had the idea for the gateway, which was my first non business program and ended up being a six figure launch.

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And, you know, I did things like direct mail, which I'd never done before. I had a kind of digital portal that people got to enter into after they'd received their invitation, there were lots of different things that came through for me after I took time away from all of the stimulus. That is the last time that I personally disrupted my behaviors and my actions and got a really beautiful result. I feel very lucky that I've created a business model, particularly with my illuminate mastermind, where we go away every other month. And in that time I always receive massive upgrades because I'm with these women for two, at least two days. It's not the same as me participating in my own retreat, but it's as good as I can get without doing it myself, by holding that space and being part of their magic, I always get the upgrade and simply by taking yourself out of your regular environment for more than a day, that is a form of disruption.

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And I am being invited by more than more than a couple of mentors right now to really lean into the idea of disrupting myself and ultimately the business once again, because we're in a really interesting time in the online marketing world, one, saturation, I've already said it and two, the actual tactical pieces of the puzzle are changing, you know, again, the fallout from, I believe this is part of the fallout from COVID, you know, we've been seeing stuff about Facebook and privacy and all of that jazz for a little while, but there is just a heightened sense of awareness about what is okay and what's not okay for us as a collective. And things on Facebook, who has been the biggest player when it comes to the online marketing space, are changing and whilst there are always moments in time. There's always another moment in time.

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The next moment in time is always the next moment. And I get that, but there definitely feels like a significant shift happening. And whenever the market is disrupting itself, this is the perfect time for us to be thinking about what do we get to do differently? And so this is something alongside the fact that I am noticing for the first time actually, I talked about somebody copying my work word for word,

and just recently, a friend and a peer of mine said, have you seen what that person is promoting. When I looked at it I thought, oh my goodness, she must be an affiliate for Suzy because the wording was so close to one of the things that I promote on a regular basis. And when I see things like that happening more frequently, I know that there's an upgrade. There's an upgrade waiting to come through.

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There's an opportunity for me to once again, look to see how I get to evolve as a conscious leader, an entrepreneur and somebody who definitely wants to lead the way. And so today's episode is really an invitation for you. I want to extend the invitation that was made to me by one of my mentors, by several of my mentors. And I want to extend it to you. What does doing things differently get to look like? If you were just to take one area of your business and turn it on its head. If you were just to take one area of your business and turn it on its head, what could you do with it? What would be fun? What would feel different? What would feel uniquely you? And I dare you to go and do it. Right my love. I hope that this episode has been interesting and insightful. If you have taken anything away from it, please hit me up on Instagram @Suzy_Ashworth. I would love to hear from you. And in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles