

The Limitless Experience Podcast
How to turn your dreams into your reality (guaranteed)
Transcript

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

It's not just about the doing, it's about how you think, and what was so interesting, and I know that I have told this story before, is that in 2019 I was like it's happening next year is my year, seven figures, I'm doing it.

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. And I want to talk to you about the power of inevitability. And when I say the power of inevitability, what I really want to say is the inevitability ladder. And this is something that really hit me. And I can't remember what it was that triggered me to be thinking about my progress in this way. But when I shared it with my clients, it landed with them so, so well, and I have spoken about it on a couple of other podcasts. And I was like, oh my goodness. I don't actually think that I've spoken about it in the way that I'm going to speak about it on my own podcast, which is crazy. So today I want to talk to you about the inevitability ladder.

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So what is the inevitability ladder? It's the process that we go through when it comes to faith and self-belief, and each of the steps are required for us to not only achieve the results and the outcomes that we are looking for, but it's really required every time we are looking to up-level in our lives or our businesses. So every dream starts with an idea and the idea is on the same frequency, when you get the idea, it's on the same frequency of possibility, this is possible. And often we see this possibility for ourselves, when we see someone else achieve it, you know, occasionally we get a completely and utterly new idea that has it. That feels like it has been gifted to us from out of the blue. We have downloaded it. We have channeled it. We have been in meditation. And then just all of a sudden, the idea of all ideas that you have never seen anywhere before, it's just there in front of you.

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And you're like, this is amazing. It's just, that does happen, but it's rare. It's very rare. Another way to think about this is if you are in the position where you're

running Facebook ads, or you understand the principle of running Facebook ads, the ads are served to thousands of people, millions of people, depending on your budget every single day. And there will be people that look at your ad and go, oh, that's interesting. Oh, that person's set up a business. It's possible to set up your own business nowadays. It's possible to work out why I have anxiety in just three days. Amazing. Oh, it is possible to go to a masterclass that teaches you how to organize your home without having to invest in a cleaner. And it only taking 10 minutes every single day. Interesting. When people see the ad, but don't take any action on the ad.

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They're in that place of, oh, now it's possible. It's possible. Now what's quite interesting is that sometimes people will take action on the ad. Sometimes it will go really right where you can, you can learn to organize your house without investing in a cleaner. And it still only take 10 minutes a day. I bet if you've got a five bedroom house that won't work, or I bet that that will not work for me, but you have piqued my curiosity so I'm going to take a look at this. You're in that first phase of it's possible. It's possible, but I'm not sure that it's possible for me. Phase one phase two is you shifting from it is possible to it is possible for me. Now, what is really interesting in the coaching industry is that as coaches, we often make the assumption that just because somebody has invested in your course or program, they have decided that the goal or promise of the program is actually possible for them.

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What is really interesting is frequently people will invest because they want it. And they're hoping for it to be true, but for whatever reason, they still haven't decided the outcome is possible for them. So how this manifests in your coaching programs is people "sabotaging themselves" left, right and center. ie you have the process, they don't follow the process. You give them coaching calls, they don't want to come to the coaching call. They, you offer a template. They don't follow the template. Why? Because they haven't decided that the outcome and the process that they have signed up for it's truly able to work for them. They haven't decided that the outcome is possible for them as individuals. And how that sounds in your head is that this is possible for me. A really good personal example of this is the, I signed up to a millionaire mastermind.

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And for the first two years of being in that millionaire mastermind my goal wasn't to make a million. Can we just take a minute to listen to how outrageous that sounds? My goal wasn't to make a million. It was to make a half a million, even though I knew that a million was possible because my mentor was doing it, other people in the mastermind were doing it. I hadn't decided that it was possible for me, yet. It took me until year three to decide that it was possible for me. How many times, and being really real with yourself, have you said I'm doing something, but not truly believed that you were capable of receiving the outcome and then been like, this

goal is ridiculous. My coach is crap. This does not work. When actually, when you get really weird, when you look at your behavior, your behavior will tell you everything.

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You didn't believe that it was possible for you so therefore you didn't fully participate. Not only in the doing, but in the ways of thinking. And this is really important. I was saying this, it was inspired by Hannah Frankston, any of my Peloton people out there, it was inspired by Hannah Frankston. And I shared with a client. And it was, this is not about who you are. It is not about needing to change who you are. This is about changing how you think, and you can still be doing all of the actions. But if you're thinking, I don't think that this is going to work for me. I'm doing what you're telling me to do, because this is what you've said. But deep down, you do not think that it is going to work for you guess what? It's not going to work for you.

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So it's not just about the doing, it's about how you think and what was so interesting. And I know that I have told this story before, is that in 2019, I was like, it's happening next year is my year seven figures. I'm doing it. And from that place, I made some big, bold money moves. I invested in four different mentors. Each of them were \$30,000 investments. Each of them made me feel sick. Each of them were, it was a big deal. None of them did I have the money to pay for at the time, I had the money to pay for the installments. Each investment required me to have a deeper level of belief that I was doing the right thing, deeper level of belief in myself. I was going to hit seven figures, but it also meant me up leveling my business in the moment.

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Okay, we are putting on a sale, who is buying this incredible course. Like each of those investments required me to do something differently. But it was making those big, bold money moves that changed, that switched things from it is possible to, it is possible for me. So it was the decision that 1 million is possible for me. Is it possible for me? Yes, it's possible for me. So it was a decision, then it was the way that I acted. It was my big, bold money moves. It was the way that I showed up consistently. It was the way that I started talking to my clients about my business. It was the way that I started talking to my team about my business. It was about the intention that I brought to my product launches. It was, things shifted from, I am a multiple six figure business owner to, I am acting in alignment with being a seven figure business owner.

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Now it's in these consistent actions that we move into phase three of the inevitability ladder. And we move from it's possible for me to, this is highly probable. If I continue acting in this way, if I continue thinking in this way, if I continue believing in this way, it is highly probable that I am going to hit seven

figures. We just did is, I know that that is, and what that knowing does, and it comes from the consistent action. What that knowing does is it increases your confidence. I think that this is happening. Like this is game on, like, of course, I've just done this and this and this and this, and do not get me wrong. It is helpful when the, this and this, this and that, this, and then this that you do works where you have to tap into a whole new level of power.

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I call it transcendental power is when the, this and that this and that this doesn't work. And whilst that is another podcast, I want to make it really clear. But the only way for you to stay in the frequency of probability is to be able to manage your emotions powerfully enough in order to stay in the game when it looks like what you are doing isn't working. The only way you move into phase four of the inevitability ladder is by having the willingness to keep showing up and keep taking the consistent big, bold money moves, which is not just about investing, but it is literally about the way that you talk about the way that you hold yourself, the way that you enroll, the way that you sell, the way that you look, all of the things, when you do this consistently, when they're working and when they look like they're not working, and when they have not worked, when you're willing to do that consistent consistently you move from probability, which is phase three into inevitability and inevitability to be clear does not happen five minutes before.

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You're about to reach your goal. In my case, depending on how big the vision is, depending on how big the goal is, it's happening months, sometimes, even years before you're anywhere near it. I'm going to say that again, because it's really important. Moving into the inevitability phase happens months, if not years before there's any whiff in reality, in your physicality, in your numbers, that is happening. Now how you collapse the timeline, how you accelerate the speed at which you achieve your vision is by having a big vision and aligning to the inevitability of the big vision. And then what happens is because you are playing a bigger game, you are embodying a bigger game. And because you know that the bigger game, the result of the bigger game is happening for you, it's coming for you. It means that you hit bigger milestones in between so much more quickly.

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And people look at you and are like, whoa, that is quantum growth. Whoa, that is quantum speed. Whoa, that is crazy. Like what is going on? What is happening right now? Oh, I don't understand what's happening. Your alignment to the inevitability of the bigger vision and the action that you take in alignment with the bigger vision moves you from probability to inevitability. And in-between, it's like, you're just, you're knocking. You're just knocking down those milestones in between. And the other really powerful thing about this process is that it creates a spaciousness around your interim goal setting. And what I mean by that is if you have decided that your big goal is inevitable, the road bumps and humps that you meet along the

way, the failures and the challenges that you experience are so much easier to deal with. It's like, yeah, this messed up.

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It's okay. Because we are still making big bulk money moves in which I am aligning to, or I am aligned to this bigger vision. So we're going to go up, we're going to go down. We're going to fall over. We're going to pick ourselves up. We're going to dust ourselves off. Like shit's going to go down. It's going to happen. And I'm fine because the end goal is the end goal. And that's, that's what we're doing here. It takes the stress off. So one of the tips that I want to give you when it comes to really utilizing this process is to set your big vision three to five years out. So I want you to extend the timeline, which takes the pressure off. And in the extending of the timeline, you actually get to collapse the timeline, everything accelerates when it comes to those interim milestones, it's really it's counter-intuitive.

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But when you're able to think further out and act in alignment with the end vision, everything moves so much more quickly. It's like we're at the end of a domino, like a line of dominoes. And you're just like bingo, everything goes so much more quickly without the stress. And it's not to say that there aren't moments where you're like, what is happening here, but you're able to release it and allow it to move through you so much more quickly, because you're not betting your existence and your longevity on the error that has just taken place. You're completely focused on, this is where we're going. This is what we do now. So we're still present. We're still living in the present, but everything is aligning to that bigger vision. So you can roll with the punches way more easily. So I really hope that you take this and run with it. It is the inevitability ladder process.

If this has been useful, please tag on Instagram, share it with your friends. If you haven't left me a review yet, I'd really appreciate that too cause it helps get the podcast out to more and more people and know that your job this week is to remember that faith plus action equals miracles. I love you have an amazing morning, evening, lunchtime where, whatever time you're listening to this, take it easy and I will be in your earbuds next time.

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