

The Limitless Experience Podcast

Do you really feel ready for a different level of impact?

Transcript

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

The next level of impact requires, for the majority of people, another level of visibility, and what I have come to realize and I only just really recently, I think I spoke about it a little bit last week, is that most of us are hiding.

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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I feel like I've got a lot to say, but I was a few who were new to the content success hub or new to my page. My name is Suzy Ashworth. I am a quantum transformation and embodiment coach, and I help conscious leaders like you create launch and sell transformational group coaching program, the mission and the vision is big and it is real. And ultimately it is to be part of a tidal wave of positive impact that washes across the globe and create a legacy that touches people who might not even know my name. That is why we are here. I'm in this weird place of my energy is I probably, my energy is about an eight. I'm feeling a bit tired. I was saying to my friend, we crossed it feels like a big deal. I took my son and the girls to go and visit a secondary school last night.

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And it was our first secondary school visit. And it was really, I don't know, I got in my feelings about it. It feels like a big deal and I'm not so much of a, that type of milestone person. Like I'm a bit like just, we take everything in our stride and it's just the next chapter. And it's just the next thing. But my eldest child is going to be going to big school in September. And we're in the phase of picking what that big school gets to look like. And yeah, this morning we all woke up late. We didn't get into our house about 8:30. We all woke up late, but we were feeling a little bit tired. And at the same time, it's this whole lot of newness that we are playing with. And I'm a bit like, oh, whoa. I mean he already has a bit of a 'tude, God knows what it's going to be like after he gets into that with all of that, with all the big kids, but it is where there's what it is. Ah new chapter.

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Okay. So what I wanted to talk to you about today is the relationship that you have with impact and ultimately visibility. So I am curious when you think about this last

part of the year, this last quarter that we're about to move into, and what it is that you want to create in 2022, does it feel like you are ready for a different level of impact? The answer isn't necessarily yes, you might be at the stage in your business or your journey where you're not looking for kind of next level. You're looking for consistency, you're looking for maintenance, and that is the energy that you are in when you really think about what it is that you want. When people start talking about impact, it feels like big. This is going to be really super useful for you today. If you are interested in increasing your impact, now, I always put impact and income together.

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What happens when I'm in, I can't increase my impact without putting more value into the world. And when I put more value into the world, I increase my income. So impact and income always go hand in hand with me. Often people talk about the income first. I want to make 5k, or wanna make 10K I thinking I wanna make, I wanna make, I wanna make, I want to make. And whether you are looking for stability, consistency, momentum, expansion, or impact, here's where you get to reframe if you are putting the income first. There is no shame in this game, but your level of awareness will really help you when it comes to creating transformation in your life and in your business, when you know where you are, okay, it's really normal to put the income first, especially when you you are looking to, you know, when you feel like there isn't enough, it really normal.

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I want you, everybody who recognizes that they do this. I want you to shift the way that you are thinking. And I want you to think about the amount of value that you have to offer and the amount of value that you want to put into the world. And I want you to immediately hear when you stop thinking in that way, when you shift from this is how much money I want to be earning a month to, this is how much value I want to put into the world. What's the first thing that comes into your mind when it comes to how that shifts the way that you offer feeling. It makes sense. You can't build a house from the roof down. No, you cannot. My value is huge compared to my income. See, as soon as you start putting a comparison in like that, you move into the frequency and the vibration of lack.

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So what I've read and correct me if I'm wrong, but what I read is I'm putting out loads, but I should be getting more. I'm putting out load, but it should be getting more. And as soon as you're in, that should space. Your, your, even though you're saying that the value comes first, the energy is in the lack of income. So you have to put the, the way that I think about money is that it is the cherry on top of the cherry, the cherry, the real cherry is the transformation. The real cherry is seeing people change. The real cherry is for me. I am a words of affirmations person. That is my love language. When I get that positive feedback from somebody who says, wow, I think about life differently. I think about my business, different needs. I'm getting different results like that really that's the cherry on top of the cake.

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Now, what I know to be true is that the more people who say that to me, I think about the world differently. I think about my business differently. I'm getting different results. My life has changed. The more people that say that to me, the more my income grows. So the cherry on top of the cake is the words of affirmation, because that's my love language. But the cherry on top of the cherry that gets garnished with a load of cash, because the value that I'm making in the world, in the, in the value and the impact, the value that I'm putting into the world is creating an impact. And I know that it's creating an impact because of the feedback that I'm getting. And the more feedback that I get, the more money I get paid, does this make sense? So great. I am.

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Now, this is the, this is the, somebody said it, you can't build a house from the roof down. This is the foundation of the way that I think, and the way that I have been thinking for years about how I build my business. Okay. So how, like this is valued. When I create my podcast, I'm putting out value, when I do the art of high ticket selling, it's value. And then obviously in the business and in the programs, it's that value is exponentially more because of the energy, the time, the attention that gets put into the program versus this and the podcast. So that's the foundation. I want you to be thinking about the value, and I want you to be thinking about the impact and how you measure your impact. Personally, for me, those words of affirmations are really helpful. Now I don't need the words of affirmation.

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That's an ego thing. I don't need it. I get to know I get to, you know, I get to know my value because I know my value. I know because I know, because I know, and my choice is I will put that value out, even if nobody ever says that. Even though I never get another word, positive word of affirmation, I'm willing to do it because this is, this is what I'm supposed to be doing. I know that I'm on purpose. Okay? Words of affirmation are lovely, but they are not what gives me my value or gives me my worth. Now that has to be the foundation. I want you to think about value and impact first, it changes the energy of what it is that you all are doing. And then you get paid on top of that. Now this is what this is really about.

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I'm scared of showing up publicly, but I'm seeing that if I show up and give my value, my business will thrive. The relationship between impact and visibility. For those of you who said that you desire impact, and you want to increase your impact. And even if you didn't say impact, even if you said I want more consistency in my business. I want more expansion. I want more stability. Even if you said these words over and above impact, I really want you to think about your relationship with visibility and how much you are being seen, because was, it is possible to build a business where you're not the face of the business. It's absolutely possible to build something that is not a personal brand. Most of the people who are here, most of

the people that are listening to this on the replay, are building a business, where they are at the center of it.

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And if you are building a brand product based business versus a personal brand coaching and consultancy business, the question doesn't need to necessarily be about you personally, but how much is the brand being seen? How much are you putting your brand in the position of thought leader? How visible is it? So even if it's not you building a personal brand, this still works the same. How much is your business brand being seen? And what I want you to know is that the more, the next level of impact requires for the majority of people and another level of visibility and what I have come to realize. I only just really recently now, I think I spoke about it a little bit last week, is that most of us are hiding. Most of us are worried about showing ourselves, sharing our message.

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So it's not just us, but it is what we stand for, sharing our message in the way that we would really truly like it to be heard. Most of us are filtering that message. And most of us filter the audience because what we are, because we're looking for, in my case, those words of positive affirmation, and I know that the bigger the audience gets, the more visible that I am, the stronger I am with the messaging. There are going to be people who don't give me those words of positive affirmation, hands up if you are scared that one day you might get trolled on the internet, hands up, that you are scared that one day you might work with a client and a client says she's shit, or he's shit, I'm put bad words about you on the internet, hands up. If you have ever had those fears, hands up.

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If you are worried that one day, somebody might say, I can't believe that you think that it's okay for you to charge 3000, 4,00, 5,000, 10,000, 15,000 for your offer, who do you think you are? Now when you're thinking about your visibility, when you're thinking about your, you know, when people say to me, I feel I kind of feel okay. I kind of feel okay with how visible I am, how visible you are right now is for most people directly proportionate to the amount of value that they are able to give into the world and the impact they're able to give into the world. And what is proportionate to that is the income that you're receiving. So in order for you to put more value out, not so much value out, but in order for you to create more impact, there needs to be a different level of visibility for most people.

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And there are many ways to skin a cat. And as I said, sometimes it's not you at the heart of what it is that you're doing for most people here, in order for you to create more impact, there needs to be another layer of visibility, which means all of those fears around being trolled and being trolled by one person. I can deal with that. But what if it's three? What if it's five? What if it's 15? What if they all group together? And you see how, whether that fear is front of mind or buried deep, deep, deep,

deep down, when you hold the vibration of that fear, what happens is when it comes to showing up in your business, you will find ways left, right and center for you to not do the easiest thing in the world that you could be doing right now.

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Which is going live and sharing your message on your Facebook page, in your Facebook group, on your Facebook profile and on your Instagram page every single day. Do you realize that that is the easiest thing that you can be doing consistently right now to increase your visibility, share more value and therefore increase your impact in your business right now. And how many of you are doing that consistently? Because it's scary putting yourself out there, it's scary, scary, scary, putting yourself out there. Here's the thing, whatever you're doing now, for everybody, who's like, yeah, I'm doing it. Yeah, I'm doing it. Yeah, I'm doing it. Your next level of impact involves another layer of value. If I'm doing it consistently with my audience, where, what am I doing to grow that audience? Who else's audience can I be doing this in front of? Who am I inviting onto my podcast?

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Who, where am I suggesting that I can be a guest on somebody else's podcast? The reason that my business continues to grow is because I very rarely say, I'm already doing that. What, or I'm already doing that, but I'm not, but I'm not getting to the next level. I always understand if I'm talking to you about visibility right now, it's because I'm thinking about my own level of visibility. And I know that might feel like I'm the most visible person in the world, but the reality is the level of impact I want to create in the world, there is a whole level of visibility where I am not even scratching the surface. There was a whole new layer of consistency where I am, where I'm so far away from the type of consistency that is going to allow me to create the impact that I desire to make.

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So I want you to know if I, who is somebody who is wanting a multi-million pound business is thinking about the next level of visibility and consistency. That's probably something that you can be thinking about when it comes to asking yourself what's another layer deeper for this for me, when I think about the next level of impact. And when I think about the cherries on top of the cherries, how does this get to, what does that next iteration look like? For me, that is the question I want you to be asking yourself. Most people are holding back because they are afraid of the negativity, the judgment, you know, the negativity and the judgment that comes with the next level of impact that they desire. And being able to call that, is really, really helpful. Because then when you move into sabotage mode, when you move into holding back, instead of leaning in, you get to catch it.

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And the one that's very logical, reasonable, excuse for not doing what you're doing is suddenly very transparent. It becomes very, very obvious that I'm not showing up because I am afraid of X. And so the question that you get to ask yourself, and this

is such a simple question, my coach, Melanie Ann Layer she also says, you get to ask yourself is, do I still want this? Do I want to create a tidal wave of positive impact? Do I want to create a legacy that touches people who might not ever know my name, do I really want that? And when you cannot say yes, do I really want the expansion? Do I really want the impact? Do I really want the consistency? When the answer is yes, then you can't do anything other than lean in. So the real question that I want you to ask yourself today is where am I hiding? And where can I lean in? Where am I hiding? And where can I lean in, in a way that is absolutely in alignment with the vision that I have for myself, the impact, the expansion, the consistency that I desire in my life and in my business next year. Right my beautiful, beautiful, beautiful humans, please let me know. I love you. Take it easy.

Faith + Action = Miracles