

The Limitless Experience Podcast  
Energy vs messaging, what's more important?  
Transcript

Suzy:

One of the things that I think is so, so important across the board in every single area of your life is to look to see, where am I outsourcing my power?

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 beings. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast and I got a groovy one for you today. Oh my God. I think that there is something that changes when I have the camera on me. I want to get down like Tina Turner like, hi, welcome. Let's get down to it. I am in a number of mastermind groups. You know that I love coaching. I love being coached. I love being supported in my growth, and I think what's really interesting for me now when I'm in the group spaces, it's not only my receiving of getting coached that I appreciate, you know, when I have a question, having somebody there that I can ask the question and have another question, powerful question reflected back to me. I love that. And what I love even more than that is hearing other peers being coached, hearing their questions and asking myself, how would I answer that question?

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And I love it when people ask a question's where actually I'm like, I can't wait to hear my coach respond because I want to know how to answer that question. And right now, I don't know. I don't know. I would love to hear your thoughts. And, and when I hear the thoughts and opinions, I then get to ask myself, do I agree with that? Now I have this extra piece of context or perspective. Is that how I would respond? Sometimes the answer is, yeah, that's amazing. Thank you so much. And other times I'm like, Hm, I feel like there's an and there, or, Hm, actually on reflection now I've heard you say that, this is my opinion. And so in those spaces, I'm not just paying to be coached, but I am paying to become a better coach. So listening to the questions and the answers that my peers have and the responses that they receive.

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So I love it. And one of the conversations that I was present to today actually was a woman who was feeling like she was in a bit of a rut. And it was really interesting

because she had said, you know, I've never felt more me. And yet my income is not reflective of that. In fact, this time last year I was earning significantly more money and I don't get it because everything is lining up. Like I feel great. And so I heard her say this. And then in a separate conversation, she was talking about how one of her clients had said, is it ethical for coaches to talk about money and results, like guarantee results. And it was really interesting hearing this woman's response because in amongst many of the things that she shared, when it came to her opinion on this, she said, this is why I do not speak to results when it comes to people enrolling into my programs, because I can't make any guarantees.

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Like, and it's not my job to guarantee, like I can't guarantee anything. And I thought that this was really, really interesting because of course she's absolutely right. Like as coaches, we can't guarantee results because there were so many other influencing factors, slight tangent here, but it frustrates me wildly. When I hear about Facebook ads people saying, I'm going to charge you this amount. And then however much you get in from your launch, I want to take a percentage. I'm like, how does that work? Like I can get a thousand leads in, but if they're not all great leads then I'm not gonna, I'm not going to get a result. But outside of the leads coming in, there's email sequence, there's the sales pitch. There's the followup. There's the, there's the sales calls. There are so many other elements that are going to determine whether this is going to be a successful launch or not.

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So the idea, but I'm going to give you a percentage of my sales for just this one element is like, no, that is not how I'm ever going to play ball. And it's the same when a client comes to you because they want to achieve a certain thing in their business. And then they say, I haven't got this. This is all your fault. No, it doesn't work like that. So as a coach, a mentor and a consultant, that is how I view myself and how I view the people who work on my team that also work with my clients with, you know, we're consultant, coaches and mentors. So what that means is that when appropriate, we will tell you what to do, because sometimes you don't know what you don't know, when appropriate sometimes we will coach you because we don't know, our job is to know when to ask you a powerful question so that you are able to unlock the answer that is unique to you and your development.

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And sometimes we're going to share stories of our own experiences or our own clients or our other clients' experiences. I'm going to give you some mentorship. So when we did this, this was the result. So that is very different from just coaching. It is a much more holistic approach when it comes to supporting our clients. However, outside of being a consultant, a coach, and a mentor, are many, many, many other factors that the client has to take radical responsibility for, and you can have the best coaching, the best consulting, the best mentorship in the world. But if you're not taking action, if you are not really listening to the advice and the mentorship, and then you're not taking action on that, you're never going to get the results. And

that is not the responsibility of the coach or the coaching program. One of the things that I think is so, so important across the board in every single area of your life is to look to see, where am I outsourcing my power?

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Where am I outsourcing my power? Because I can assure you, even in the last 12 months where I have four different mentors, I have tried many, many, many things that have failed. Is that the responsibility of my mentors and coaches? Is it their fault? No, of course it's not. And I wouldn't ever dream of saying that the reason that I am not in X place is because of you because I don't outsource my power, and because I don't outsource my power I am able to really enjoy quantum leaps in my growth when it comes to my impact and my income, despite things going wrong. So that being said, if my friend doesn't want to take responsibility for results, great. But if that means that she doesn't talk about the type of transformation that is possible, isn't that going to impact the number of people who say, yes, I want to work with you.

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In my opinion. Absolutely, and the advice that my friend was getting in our mastermind group was purely focused on the energetics. And this is what's so interesting to me because my belief is that when it comes to alignment and energy is 80% of the game. And it's why so many people fall flat on their face when it comes to. Yeah, but I took this program and it didn't work. It didn't work. Not because the program doesn't work. The program works. The program has worked for at least one person, the person who was hosting it, one would hope if you're teaching from a place of integrity, then you have tried it and you have succeeded at what it is that you're teaching. And if you haven't done it, you have guided other people you've taken upon. You've guided other people and they have seen success that you have supported them in.

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So one of those two things has happened, but if you have followed the blueprint, you've done all of the templates. You've ticked all of the boxes and it is not working for you. There is a huge, huge possibility if you genuinely feel like you have done all of the things exactly as has been instructed, that there is an alignment issue. You're not aligned with the program, one option. You're not aligned with what it is that you're selling, a really really important option. You don't feel a hundred percent energetically behind what it is that is on the table. And what was interesting observing this conversation that was going on is if you do not feel a thousand percent comfortable in saying, this is what is possible for you, this is what is possible for you. If you step into the program that I'm teaching, there is a thousand percent an energetic misalignment, because you're not putting it all out on the table because you're afraid that somebody might turn around.

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And say, but I did everything that you said, and I didn't get the result, and this is your fault. And I want a refund or I'm going to slack you off all over the internet. So I shy away from taking full ownership of what it is that I know that this program is capable of facilitating because I want to edge on the safe side. And what happens is that people feel the barrier that you have created through fear of people not getting the same results as you, or the same results as the person before, you know, there is not a program on the planet that people go through. And a hundred percent of the people get a hundred percent of the maximum result. There isn't. That doesn't mean that there isn't value in the program. It doesn't mean that the person who goes and doesn't get the ultimate result, hasn't got an infinite amount of value in what it is that you're teaching and sharing.

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And that is a big part, like really knowing that really knowing that is a big part of how to make sure that you are lined up energetically when it comes to actually saying, this is what is possible in the program. And so much more, you know, feeling okay with saying not a hundred percent, I don't. There was a program on the planet where people get a hundred percent, a hundred percent of the time. If there is everybody would be doing that program, I'm feeling okay with knowing that it is just, life is just life, but trusting that you are a magnificent coach or consultant expert or mentor, and really trusting that you are going to come and you are going to show up a hundred percent of the time doing your best and know that anybody that meets you there is going to have an absolutely transformative experience.

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Energetically wise, that is absolutely crucial when it comes to you selling what it is that you're selling, and then not being any barrier at heart to heart, soul to soul, when you're communicating what it is that you're communicating. And so that for me, that piece is 80% of the puzzle. And there's an end that sits alongside an inside. What might've just been talking about. And that is the communication piece. That is the messaging piece. And your willingness to say, intensely, powerfully, articulately. This is what is possible and available for you. Your willingness to say, these are the types of results that are available for you. That, and that's messaging the willingness and the awareness to know this is the problem that you have. This is the thing that you want to solve. This is the thing that you want eradicated. Oh, okay, great. And you want to do this?

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Why, why is losing that piece? Getting rid of that piece? Why is that important to you? Oh, because you want to live a life where you feel so much more fulfilled. Oh, you, you, you want to get a new job. Oh, you want a pay rise? Oh, you want to earn six figures and impact hundreds, thousands, millions. You want to impact millions of people. You want to write a book. Wow. You want to do all of these things. Why is that important to you? Because the idea of going to your deathbed with the words, but what if, what if I just tried? What if I had given it a go, the idea of going to your death bed with the words, but what if running around in your mind, in your body, in

your energetic field feels so uncomfortable. So disconcerting and for me, so freaking scary the idea of going to my death bed thinking what if I'd just given it a go is so unacceptable to me that I have to make a choice to do something that supports the, what if I do this

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and I fly, what if I do this and I get to make the change? What if I do this and I get to be the change? Like, what if your willingness to say, I hear you so deeply and so strongly. And you know what? I wish I could say that a hundred percent of the time, a hundred percent of the people leave going, I did it. I can't tell you that. But what I can tell you is that we have so many people who come through these doors with an idea where they dream and they meet us, where we invite them to step into. They meet us. They meet us when it's hard, they meet us when they're scared, they meet us when they just want to hide underneath the bed, they meet us when they really just want to scream and have a tantrum.

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Those people who choose to meet us, blow my mind, because the types of results that they get are so incredible, so incredible, but I'm not gonna lie to you. We get people who go, you know what this is really hard. I'm checking out, you know what this is really hard. I'll see you next week. You know what? This is really hard going back next month, we have, we have people who do that and their results aren't quite as good. And, and, and that's the, but for the people whose mission is bigger than their fear for the people who know that, going to their deathbed, with the idea of what if is not acceptable, it's amazing what they are able to achieve. And so my question is, is which side of the fence are you falling on today? Because if you are a what if is unacceptable, unless it's a, what if I fly, then there is magic.

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There is so much magic waiting for you in this program, so tell me what do you want, is it the energetics? And it's the messaging. It's the energetics. And it's being able to talk with power about the possibility. This is what creates real magic. And this is what helps people to take the next step. This is what helps people say, you know what? I'm ready. I'm ready to bet on me. I'm ready to invest in me. I'm ready to invest in the time, the money, the energy in a way that I haven't done before. And I want to do that with you by my side. So let's do it. It's the energy and the messaging for me, those two pieces of the puzzle are really important. And even though the energy piece might be 80%, if you don't have the messaging, if you're not willing to make the promise, if you're not willing to 100% be behind what is possible in your program.

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And somebody says, yes, even if you deep down, you know that it's amazing. If you're not willing to speak it, you will not get the enrollments. So it isn't energy versus messaging. It's not energy over messaging. Both pieces of the puzzle need to exist. Even if the energy piece takes up 80%, both pieces of the puzzle need to

exist in order for you to get the types of results that are going to make the impact and the income.

Right my lover, I hope that you have enjoyed this episode. Do me a favor, please come and tag me over on the gram. If this has been useful for you, let me know what your number one takeaway has been like. Share this with a friend. You're a friend in business. You got friend who is like a little bit too much into the energy and not enough into the messaging or too much into the messaging and not enough into the alignment. Like please share this episode with them. And I look forward to being in your ear buds once again, next week. And in the meantime, do me a favor and please remember that faith plus action equals miracles.

Faith + Action = Miracles