

The Limitless Experience Podcast

Should we be talking about the numbers?

Transcript

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

Why that I think that it's so important for people to see what is possible because everybody's quiet, if everybody is just kind of keeping their light under a bushel, people don't know that it is possible for them to change their lives, for them to earn more money, for them to create more impact, for them to love themselves more deeply, for them to change the world.

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, quantum transformation and embodiment coach, and you are listening to the limitless life experience podcast. Welcome, welcome, welcome whether this is your first episode or you are a regular. It is so good to be back in your earbuds. And I have got a conversation that I want to have with you today, which I think is so fricking important. And I think that so frequently we do not have this conversation because we are programmed from such a young age to not do this. So the conversation is all about money and talking about money and whether we should do it or not. And the reason I have been prompted to have this conversation is because it is coming up again and again and again, for me, when I think about the level of visibility that I would like to lean into and what that level of visibility leaves me open to, and there is a real feeling of wanting to lean back and not go there.

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And when I have conversations like I did with one of my dear dear friends who I've known for over, over 20 years and she was observing how it kind of triggers her when I talk about the type of numbers that I talk about, and she was comparing it to her work and saying that it would almost be like social suicide or career suicide to be speaking as openly as what I do about my numbers in her work environment. And she was really, she was just really open and honest with me. It was a really amazing conversation. It was after a couple of glasses of champagne. So if I'm really honest with you, I think I probably could have articulated my point a little bit better than what I actually did at the time, but Hey, who cares? This is what the podcast is for, right?

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So I want to just rewind a little bit and go back to the beginning. So as children, we are taught from a very young age that it is not polite to talk about money. And I think my first question is why is that? Why are we taught that talking about money is rude. And I believe when I think about it, my truth right now about that particular piece of the puzzle is that it comes from this place of haves and have not. And the people who have, being fearful of one, the have not's coming and wanting to take a piece of the pie to that. Two, that there are certain judgments that come along with people being wealthy. And so if people can see that you're wealthy and you're talking about being wealthy, you leave yourself open to criticism and you leave yourself open to that money being taken from you, that wealth being taken from you.

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So rather than saying anything at all, it is much better to keep it under the radar. I think that this, I think that this sense of it is not right to talk about it, I think that this is where it comes from. At least this is the way that it has been presented and distorted over time. I also think it's a really incredible way to control where the wealth sits, because if you don't know where it sits, you don't know how to get it, and you don't know how to ask for it. And you don't know how to talk about it. Guess what your chances are of being able to have the conversation or think, and this is more important than the conversation that you're having. It's to think in a way that is going to generate you more than your standard, two to 3% a year pay increase.

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If you're not talking about it and you don't know how to think about it, and you don't know how the wealthy people are thinking about it or what they are doing to generate more of it or what they're doing to hold more of it or what they are doing to generate a beautiful give and receive cycle from it. Guess what your chances are of upgrading into the type of wealth that is really going to make a generational difference for you and your family and the communities that you get to impact. So it is very useful for the people who have lots of cash to not talk about it. And for the people who are in the middle classes, traditionally, it also protects you from being judged and it protects you seemingly from people being able to take what you've got. Because I think that one of the biggest things that I have learned as the amount of money that has come through that comes through my business and seeing my clients increase their wealth, to increase the amount of money that comes through their business, that the biggest fear after I'm never going to be able to do this is I'm never going to be able to maintain this and that fear of I'm not going to be able to keep on doing this.

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I'm not going to be able to repeat this, can be absolutely debilitating when it comes to doing what it is that you need to do to continue to increase your impact, which the knock on effect is increasing your income. So my son is round a friend's house

and this friend is a friend of my exes, and they've been friends for years and they've got a tennis court and a swimming pool, and essentially like a rugby pitch in the back garden. And my son says to his son is your dad rich? And the little boy goes, that's a bit rude. And my son comes home and says, mommy, is it rude to ask if someone is rich? And this question for me was really challenging to answer truthfully. And what I said, being put on the spot is whilst it's not rude, it does make people feel uncomfortable and trying to explain even the conversation that we've just had around control and fear and lack and worrying that you're not going to be able to maintain.

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That's a big conversation to be having with a 10 year old. It's a big conversation to be having with a ten-year-old. And I think that what ultimately I said is that in certain circles, like the circle that I'm in, people speak about money very freely, and it's not perceived as rude at all, but in other circles, it can make people feel uncomfortable and they can perceive it as being rude. It doesn't quite make sense. And I haven't worked out how to really be able to articulate this to a 10 year old. But that is as far as I got with that, what is interesting to me is that my son's friend have been taught. He's already been programmed at 10, that you don't really talk about it. You can observe it. You can appreciate it, but you don't really talk about it. And the idea of being called rich, oh we don't go there.

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We do not go there. And part of this is also employee mindset versus entrepreneurial mindset. As an employee, we were always told you do not discuss your pay rise. Why? Because there's not enough to go around. There is not enough to go around. Now I'm going to give you, I'm going to give you Missy two and a half percent because you've done so well. And I really, really, really to give you a bigger level, I'm going to give you two and a half percent. Oh great. But I think inflation for the.. shhhh we are not going to talk about the fact that that two and a half percent actually leaves you worse off than last year, because it's kind of rude to talk about money. Now, the most important thing that you do when you walk out of this office is to not breathe

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another word to anyone about your two and a half percent, because let me tell you how lucky you are. Most people, most people, Missy, are getting one and a half to 2% and you're getting two and a half percent. So we do not want anybody to know that we think that you are more special than them because that might create a mutiny. It might make your friends not like you very much. And it would put us in a very, very challenging position because we can't give everybody two and a half percent because we haven't got it. You've done really well so you're going to get it. It doesn't matter if you were worse off than last year because of inflation. You are going to deal with that. And it's going to be really good very much. So we're taught when we're kids, we don't talk about money.

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We don't talk about if we don't have any, because we don't want anybody to know that we're already poor, we do not talk about if we have lots, we don't need them to know that we are already rich. And then we go to work, we don't want other people to know about our pay rises and we still don't talk about money. We don't talk about money anywhere. And then you come into the entrepreneurial space. Then you come into the online education space and you have people talking about their wins and their clients wins left, right. And center. And for many people that is triggering as hell. They are listening and they're thinking quite like, who the hell is this person? Who does she think she is? Or it's amazing that she just had a multiple six figure month, go on your bad self, because I am still struggling to hit 5k.

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I will be lucky if I hit 3000 pounds this month, she's going on about multiple six figures. I am barely able to hit 3000. And what about all of the other people in the world right now who will never even see multiple six figures in their lifetime? What about, what about those people? This is disgusting. She is disgusting. She is just absolutely outrageous. This is this. This is every, this epitomises everything that is wrong with the online coaching industry right now, the way that she talks about money. Have you ever thought that, or have you ever felt inadequate because you are nowhere near the big numbers? I honestly believe that there is a whole new level of sharing that I am going to be stepping into over the next few months and years when it comes to sharing about the successes of my clients and sharing about the successes of me.

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And I think that it is really, really important. I think that it's really important because whilst this is not true, whilst what I'm about to say isn't true, it's how a lot of people think when it comes to being happy, when it comes to solving your problems, so many people think that money is a big part of that. And by being able to say, when you are in business and your business is doing well, that is going to be one of the problems that you do not have to think about in the same way that you're thinking about it right now, is very motivating for a lot of people. However, you ask anybody who is very wealthy, anybody who has a lot of money, they will tell you without any shadow of a doubt, that money does not make you happy and money will not solve the real problems.

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And when I talk about the real problems, I'm talking about your emotional health, I'm talking about your wellbeing. I'm talking about your ability to love yourself. I'm talking about your knowing that you are deserving and that you are worthy, money doesn't really solve any of those problems. And until you solve those problems, I do not believe that it is possible for you to be truly at peace and happy. And what's interesting is that my desire, the thing that motivates me truly is to create a world where people know that they are worthy and deserving, where people love all of themselves, where people recognize that they are a gift, that they're not just a gift,

that they are a masterpiece like that is my desire. And I believe that the world will be so much more of a tolerant place. So much more of an accepting place.

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If people are operating from the foundation of knowing that they are worthy and deserving, that they are so gifted and that there is a place for them in this world, that they don't have to steal from other people. They don't have to put other people down. They don't need to fight in order to get enough because they're not trying to fill themselves up from a place of lack. They're already full. Like that is my truest and deepest desire. Now, what I know to be true for me personally right now, is that when it comes to helping people view their businesses in a different way and struck to their business in a different way and have conversations around what it is that they do in a way more powerful way, that is a gift of mine. And so I get to use that gift to help people create really impactful businesses, where they are changing more lives.

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And in exchange for people being able to communicate what they do in business, way more powerfully, they also get paid. They also get paid in ways that they've never been paid before. So my gift is helping people create a bigger impact in their business. And as a result of them creating a bigger impact in their business, they get paid more, impact and income. Now, what is different about the way that we approach this is that I really understand that it is easier, so much easier to create cut-through to create standout, to be more magnetic, to enroll more people in what it is that you do when you're coming from a foundation of my voice is important. This message is important. I am worthy. I am deserving. I can help you because I am magnificent. And how you get into that place is to do the energy work, to do the conscious, the subconscious, the physical, and the energetic clearings, so that you are able to show up without the heaviness and self doubt without the shadow, without the, but am I allowed, without the child, please

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can I have permission without any of that stuff, holding you back? That's the real work goes alongside the action piece and the practical work. This is why we have two very distinct frameworks, the energetic framework, and then creating transformational group coaching framework. Now within that piece, what underpins that and why you should, why people get to speak about their numbers? Why people get to illustrate the impact? Why I think that it's so important for people to see what is possible, because if everybody's quiet, if everybody is just kind of keeping their light under a bushel, people don't know that it is possible for them to change their lives for them to earn more money for them to create more impact for them to love themselves more deeply, for them to change the world, their worlds, the worlds of their families, the worlds of the community around them.

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And for some people they don't know if it's possible to have a global impact. And so by talking about each of the stages and each of the phases, by talking about the impact, by talking about the income, we start to create new stories that people can place themselves in. Roger, Roger Bannister, it's time to come out again, four minute mile story, never going to tire talking about it. People thought that you would die if you ran a mile under four minutes. And Roger came along and that year four other people broke the four minute mile record. Why? Because he created, he showed them that it was possible. That's what talking about your numbers does. And when you are, when you're really aware that the numbers represent the impact, the story about should you or shouldn't you becomes kind of irrelevant. It's like, of course you should.

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Of course, of course, of course, when I think about who I want to inspire and motivate, the women of color, the people of color, the marginalized communities, the single moms, I want them to be able to hear and see what is possible financially, spiritually, emotionally, mentally, across all areas of their lives. I want them to be able to lean and expand into a deeper sense of freedom, and frequently before someone can even imagine that they can be spiritually, emotionally, mentally free, they need to, they feel that they need to be financially secure. So we start with the money, even though the money is not the start. And I think that it is so important that we don't apologize for starting with the money or talking about the money. And to be honest, what I could say about this specific piece is another whole podcast around shame and guilt and inappropriate emotions that we attach to money is another whole podcast, which I'm not going to go into right now.

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But I do want to say it's important that we talk about the numbers. It's important that people get to see what is possible. And when you feel triggered, when you feel uncomfortable, rather than projecting the discomfort onto the person and making the person whose words that they've used makes you feel uncomfortable, I want you to understand that there is a lifetime's worth of programming that starts before you're even conscious of it, of telling you that it's rude to talk about money. And I want you to know that that rudeness comes from shame if you don't feel that you've had enough fear if you think that you have more than enough, and you're afraid of losing it and control when it comes to let's keep the money talk quiet so we can keep the money where it is and the masses are on none the wiser.

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And so when we hear those three things, the, my question is, is what type of world do you desire to live in, a world where people understand money, a world where when somebody is financially successful, it becomes a it's a beacon for what is possible rather than a signpost for not being enough. You know, I know what I would rather. And I also know that my heart and intention is to connect with conscious leaders across the globe, because when we can get money in the hands of conscious leaders right now in this world, in this society, it's money that talks, it's

money that creates the impact. And if there are enough of us out there, out here wanting to be a part of a tidal wave of positive difference, wanting to create the foundation, wanting to give to charity, wanting to set up our own organizations, where we are able to help and fund and educate people that don't have the opportunities that we've had, or that we've created.

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That is what is going to make the biggest difference. And so I want conscious leaders. I want people who care to know that there are already people who care. There are already conscious people who are making the types of money that can really, really make a huge difference. And that is whilst it is scary to think about talking even more openly than what I already do about what is possible when it comes to generating money through your business, whilst it does feel intimidating, I'm not going to lie, I know that it is important. And I know that as I stretch into lean into this, this is where that next level of impact gets to come from.

So I hope that you have enjoyed this episode, tag me on Instagram. I'm on @suzy_ashworth. Share with your friends. And let me know, are you willing, are you open to be more open to talking about your successes when it comes to the money, honey? In the meantime, as I leave you with that food for thought, please remember that it's faith plus action equals miracles.

Faith + Action = Miracles