

The Limitless Experience Podcast

What happens when a client can't pay their bill?

Transcript

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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 get down and dirty and in it with you today. I want to talk about a situation that happened frequently with all people. I don't know a coach, an expert, or a consultant where this does not happen. It doesn't happen. And what's really interesting actually, is that the bigger a business gets frequently, not always, but the bigger your business gets, the more you can expect this to happen, especially when you set up recurring income systems, which for many, not all, but for many people who are building and scaling a business, your ability to set up recurring revenue is the thing that will make scaling your income and your impact easier. So what am I talking about? I am talking about the inevitable time that you run into a client who is unable to pay their bill and what you get to do and how you get to approach this.

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And as always, as with pretty much everything that I do, there's a two pronged approach to this. And the first piece is the mindset piece as always. And then the second piece is strategically, what exactly do you do? And the first thing that I notice when somebody can't pay their bill or when it's not just one, it's a number of people who can't pay their bill, frequently what happens in my world is that my clients will make it mean something about the viability of their business, which is really interesting to me. They're like, what does this mean about my business? Does this mean that I'm destined for failure? Everything becomes quite catastrophic very quickly. And for the most part 99.999999% of the time, this has nothing to do with the viability of your business. But energetically, I definitely think that there are things that we get to look at when we notice that people are frequently breaking their agreements with us.

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And so if you are in this boat, whether it is a client paying their bill, or as I say to somebody breaking their agreements with you, the first question that you get to ask yourself is who am I being? And I know that that can be a frustrating one. You know, answering that question could be frustrating. Cause it's like, are you blaming me Suze, are you saying that this is my fault? And the answer is, I'm not saying that anything is your fault, but I'm saying that we frequently get what we tolerate. We get what we are an energetic match for. And so sometimes this is an invitation for us to look at, where am I breaking my agreements? Where am I late with my payments? How frequently am I saying that I'm going to do something? How frequently am I saying that I am going to commit to something?

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And then when it gets tough, when it gets hard, when there is a challenge, when there is an inconvenience, I say to myself, I'm out, you know what? This does not feel so convenient for me right now. So I'm gone. Are you the type of person who is doing that in your life, because if you are, whether it is directly related to your business or whether it is showing up as a reflection in other areas, energetically, you are going to attract people who are a frequency match for those actions. So that has to be the first question. One, who am I being? And I say this really also reminding you what I said right at the beginning, that if you are building and scaling a business where you're bringing more people into your business, it is likely just because of the law of averages, that you will have more people who run into issues because your business is getting bigger.

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However, that question of who am I being, even if you're not somebody who is frequently breaking their agreements with other people, if you are being the type of person who tolerates people breaking their agreements with you, then you're still a match for that. You're still a match for people flaking out, for people not honoring their word, for people not taking your contractual agreement, your business agreement or themselves actually, seriously. If you're kind of like whatever, this is kind of, I don't really want to deal with this, or this is a headache, I'll just whatever, just let them get on with whatever they want to get on with, then universally frequency wise, vibrational wise, you'll attract more of those people because you are a match for them. So who are you being? So this is really the first piece. This is the mindset piece. Who am I being?

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And what am I a match saw? Let's get that really, really super clean so that you know that you are the type of person who honors their agreements. You are the type of person who is respectful of the commitments that you make, even when it's inconvenient. And there's a whole conversation around alignment that is frequently banded around when it comes to people not wanting to honor what they've said that they're going to do this no longer feels aligned for me, so therefore I get to, I

get to duck out. And I think in all honesty, I think that that's okay. As long as you're willing and happy for people to do that to you, I don't feel great when people flake out on me. And so therefore I don't want to be a match for the type of people who think that that's okay. So I get to look at where do I honor myself, even when it doesn't feel that convenient anymore.

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So that's the first part. The second part of the puzzle is the strategic part. And it starts with you being really, really clear on who your dreamboat client is. What traits does your perfect person have and how frequently are you speaking to those traits? You know, how often are you saying that the type of person who really thrives and excels in my environment is somebody who respects themselves enough to work through their own resistance, is somebody who, when it comes to signing up for six months or a year, whether that person is present every single day, consuming all of the content or shows up every couple of months to get 10 minutes worth of laser coaching that will last them for two months, they respect that the space that they have committed to is a space that they have committed to and they pay no matter what.

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And the reason that that is a dreamboat client. And the reason why that type of client does really well is because they're a match for successful behaviour. That behaviour is successful and becomes a blueprint and a template for pretty much everything else that they're doing in their life and in their business. And so that type of person does really, really well with me. How often are you really stating, not just the demographics of your dreamboat client, but how the client thinks. My dreamboat client is somebody who takes radical responsibility for their emotional wellbeing. They are not people who reside in victim mentality. They are somebody that is like, how do I get the shift? How do I let this go? Who do I get to be in order to..? Those are the types of questions that my dreamboat client has. So whenever they find themselves in a sticky spot, we don't get into, but it was this person's fault.

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It was that person's fault. It was your fault. These are people who take radical responsibility for themselves. And I speak that into existence on my Facebook lives, on my Instagram stories, in my posts, in my newsletters. I'm consistently letting people know the type of values that are important to me and really need to be important to my client in order for us to be a great match. This is not a mindset thing. This is strategically calling in your people, are you doing that, and if not start doing it, you're going to find it really, really helpful. Now, even when you have your dreamiest of dreamboat clients, life sometimes happens. Situations occur, challenges happen that mean no matter how great and good the intention is, sometimes they may not be in the position to honor their commitment to pay you on time. And so what is it that you do when that happens?

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And it really depends on how the client approaches this, but if you have done the first two parts of this podcast, you are less likely to get somebody who says I'm out, oh, I didn't launch this month so therefore I'm not paying you. You're much less likely to get that. You are much more likely to get somebody saying, you know what, I'm in a bit of a sticky position this month. And I know that I owe you X amount and that we have an agreement. And I, it is absolutely my intention to honor that agreement with you, but I would really appreciate some support in, you know, working out a way that enables me to still show up, still get support, still get coaching from you, but be able to, you know, spread out my payments basically. And if you have called in people who take radical responsibility for their actions, they will come to the table with that type of statement.

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Even more than, I don't know what to do, you can still deal with, I don't know what to do wah, but somebody who was taking real radical responsibility says, I'm in a sticky situation, this is what I need and this is my request. I need some extra time and my request is that I am able to pay this amount over this period of time, you know, and I always say, I was saying this to a client recently, the intention always gets to be, create enough spaciousness for me to be able to pay, but in the back of my mind, I'm really clear that I'm setting the intention that I'm going to be able to overpay and get up to date as quickly as possible, because that's who I am. That is who I am. And that is what I would love if ever I have to extend this type of grace to a client who is in a sticky position with me.

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So that is really the intention that you get to hold and what it is that you're available for. Sometimes as I say, a client will just come in and be like, I don't know what to do. And then you have your systems in place. You have your assistant, if you have an assistant or if you're still the person who's dealing with that piece, and I recommend for those of you who are scaling, so six figures and above, actually your assistant would be the person who deals with this rather than you. But your assistant can immediately make that suggestion, knowing that when you have a dreamboat client who has a little bit of life going on, that you're going to be able to come up with an agreement that they honor, and that there is enough respect there, mutual respect for them to do everything that they can to overpay more quickly.

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And in the meantime, just do what they have said that they're going to do. It gets to be really clean, actually. It gets to be really clean. When you don't have that happen, and you get somebody who is like, I want out, somebody who is on a payment plan, who is like, I want out and get out of here, your rubbish, your programme is rubbish, dah, dah, dah, dah, I want a refund, the reality is for people on payment plans, if they decide that they are not going to pay, you can either pursue them in court and say that this is the contract that we have or accept that they're just going to, at some point, stop paying. And I think what I have really learned from one of my mentors, the lovely Melanie Ann Layer, is that we can still

have very powerful coaching conversations around what it means for the client when they choose to be the person who just decides that they're going to opt out when it gets tough.

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So there's the piece around integrity. And when you are not in alignment and acting in integrity with agreements and commitments that you have made, you are going to get that back in your business. And if you feel okay with that, that is okay for you, but that's not something that sits well with me. So if this is who you are being, if this is who you desire to be in business, this is not something that I desire to have in my space, again, across any of my programs, in my Facebook group, or my email list. And whilst you might be like listening to that and thinking, well, they're not going to be that bothered, when you're really clear about the value there is for somebody being in your space, being in your energy, being, having access to your knowledge, your wisdom, your community, and your network.

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When you're very clear on that, you're going to start to, again, attract people who are very clear on that too. You're going to be a match for the people who respect what it is that you're creating as much as you do. And if you don't yet feel that that is a big enough deal, again, that's energy work that you get to get clean around. You get to tidy up what it is that you think and feel about what it is that you're creating, because until you fully respect the community, the empire, the network that you're building, deep, your clients won't either, and it makes it much easier for people to walk away from that. And so making it very, very clear that in the same way, as any contract that you would have in a professional setting, outside of a coaching industry, if you decided that I'm just not paying the last thousand pounds, I'm just not paying the whatever, that that will have ramifications, you know, in the world outside of the coaching industry, that affects your credit rating.

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You know, that affects the number of people who are going to say yes to you and energetically, the same thing is happening when you make decisions like that in your coaching business. And so being able to say, this is the impact, and being able to have that conversation from a very level, measured place, is it gets to be part of what we do in this industry. It's something that they get to sit with when you're able to say, this is, this is a business, this is a company. And when people decide to not honor their side of their contract, we remove access to gold. You might not necessarily say gold, but we remove access to everything that I do from this point onwards and until you are ready to settle the bill, that will always be the case. And you get to be very at ease with that and resolute with that.

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And in your power with that, knowing that again, if you do everything that we talked about in parts one and two of this podcast, you will attract less of that. You will attract more of the type of person who one, will want to pay you no matter what,

like that's number one on the list. And two, when life happens and they can't, they're the type of person that comes to you with a solution and a desire to really honor the, not just the business contract, but the emotional contract that you have. So I hope that this was helpful. I would love to hear your biggest takeaway has come over and let me know in the quantum success hub or tag me on Instagram. I always love to hear when something has touched you or made you think. And please remember in the meantime, faith plus action equals miracle.

Faith + Action = Miracles