

The Limitless Experience Podcast
How I'm planning my revenue goals
Transcript

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What do we want to be able to say that we represented on our deathbed? How do we wanna feel? For me this impact intention has grown from wanting to create a tidal wave of positive impact to, I wanna create a tidal wave of positive impact and create a legacy that touches people who might not ever know my name.

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, quantum transformation and embodiment coach, and you are listening to the limitless life experience podcast. And I wanna dive right into it today. I wanna talk to you a little bit about how I am planning for 2022 being our best year yet. And when I say our, I'm talking about both the business and myself because I am not my business, shock, stop the press. If I had a bell, I'd ring it right now. So where I am starting is with my word of the year, and this is something that I've done for the last, maybe three, possibly four years. And if I'm really honest with you, by the time I get to the end of the year, I have to go and look at my Instagram to remember what the word was.

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That is how connected I am to my word of the year. This year, I have known since about October what 2022 was going to represent to me. And so I know that I'm not gonna be wondering what this year was about when I get to the end of 2022. 2022 is the year of infinite receiving for me. And I am deeply, deeply excited by that. It is actually the name of my new company like, wow, you are the first people to hear me say that, like I have a new company and the name of that company is infinite receiving, which is just, I'm excited. I'm really, really excited. It is also my words of the year. I absolutely, without any shadow of a doubt, know that the more I am able to embody the frequency of infinite receiving across every area of my life, the better this gets to be for everything that I touch.

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And so this really is what this year is about. And so what that means from a planning perspective, not no, what this means from a living perspective is everything goes

through the filter of, is this in alignment with the vision of infinite receiving, is this in alignment with the intention of infinite receiving and that in and of itself is going to be a huge deal. I honestly believe that even if I didn't do any other planning and just set that standard for my life and the business, we will have the best year of our business to date. However, we are not going to just be setting that context because honestly, I think that when you have a team and I now have a, you know, senior leadership team, the idea that I can just be like, oh, this is the standard. And you are getting paid based on us hitting this standard

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isn't just, is just not realistic. However, that is the thing that is, is at the forefront of my mind in everything that I do, am I the embodiment of infinite receiving, right now? So we start off with the word of 2022, and then before we do anything else, we will be reflecting on 2021 going through month by month to see what was great about this month. Why did it work? How did it work? What wasn't good, where did we drop the ball? If we were going to elevate this, what would we do? So a really thorough review basically. And what will happen in my company is that Cat and I will do that together. Cat is my director of strategy and transformation, and it's a hybrid role. So there's some general management in there. There's some operations in there. And then there is the strategic and visionary piece as well.

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So that is exciting. So we will go through that thoroughly, and then pick out the highlights, you know, the highlights and the lowlights so people know what we will not be revisiting at all. And what are we going to be celebrating and expanding on this year? So the review happened and then it is the intentions for 2022. Now, if you took part in my how to set jaw dropping goals without burning out, you will have heard me talk about an impact intention. And the impact intention is really what is the desire for ourselves and our businesses, what we're doing over the course of a lifetime, what do we want to be able to say that we did? What do we want to be able to say that we represented on our deathbed? How do we wanna feel? And for me, this impact intention has grown from wanting to create a tidal wave of positive impact to, I wanna create a tidal wave have a positive impact and create a legacy that touches people who might not ever know my name.

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And it's interesting when I say that people are like, that's happening already. And I'm like, yes, amazing, and there's so much more. When I think about that legacy, I'm thinking about hundreds of thousands of people. And it's interesting because I think in the past, I might have even said millions, but if I'm really honest, millions doesn't resonate with me right now in this moment in time, I believe that I will get there, but right now, hundreds of thousands of people who are being influenced by the way that I am viewing life, who might not ever know my name, that's a lot of people we've had to touch a lot of people to start with in order to get to hundreds of thousands of people who are, who are interwoven into this legacy. So I feel really good with that. And so that becomes the second filter, which if I'm honest with you,

is the first filter and infinite receiving is the, the second filter and is the standard for this year.

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The overall standard is creating a legacy that touches people who might not ever know my name. And so that we've gone really, really big and then I've brought it down to a couple of words. Now, what I also know in that desire, there's a desire for me to have my own foundation and there's a desire for that to happen in the next couple of years. And so when I think about hundreds of thousands of people who are touched by my work, but don't know my name, when I am thinking about the desire to create a charitable foundation, I get numbers. Numbers are popping into my mind, like what would be needed in order for that to happen. Now, the truth is, is that I could start a foundation now. I don't feel like I have the capacity in all honesty. This is about resource, when it comes to team and strategy, like where do I wanna put my energy?

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But I do have, you know, we could absolutely start a foundation now, and that's not quite, doesn't feel quite in alignment with everything else. So I have a number which you have heard me talk about many, many, many, many times now over the last year, that feels like a big number, it is stretchy for me. It, yeah, it's a big number and it's stretchy for me, but because of my inevitability ladder, it feels inevitable. And that number is 10 million. Now, do I feel like 2022 is going to be a 10 million pound year? The truth is no, I don't. And what's really interesting about that is at the same time, I have strategically positioned myself in environments where people have made that kind of leap. They've gone from 2.5million in one year to 18 million the next, they've gone from a million dollars in one year to 12 million.

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the next, like I am spotting more and more examples of this just in my field. Yes, I've hired mentors who have done this, but also I'm seeing peers who are doing this, who have done this, this year. And what is beautiful about that is that when I see that it's possible for them, I know that it's possible for me. So whilst I don't energetically feel that 2022 is my 10 million pound year, of course, I'm gonna allow myself to be open to it. I am absolutely allowing myself to be open to it. And every decision that is made, is made from the place of is this the direction that I would be taking, if this were a 10 million pound company today. That piece, and we've been doing that for a year anyway. That piece is absolutely important when it comes to the lining up of the frequencies, when it comes to becoming a frequency match for a 10 million pound company, because you can say that you are open to it.

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And, and so many people say this, and I think this is one of the biggest mistakes that people make when it comes to "manifesting their dreams" is that they say that they're open to it, and then they don't make any decisions. All of their behavior is in alignment with something that is way smaller than what they say that they desire.

And so that is the difference. When I say that I am open to it, the decisions that I'm making now, I get to ask myself, is this in alignment with where I am going overall? If the answer, yes, it is a goer. If the answer is no, it's not necessarily completely out because there might be a valid reason ie my nervous system, ie if we, if it feels like we're over stretch, then it, then it's a, no, this is not the right decision.

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Or yes, this, this is the right decision because I don't wanna overstretch, but there's a, there's a whole new level of awareness around what we say yes to and what we say no to when we have that as a filter. So that being said, when it comes to growth for 2022, I want the number to still be expansive. I want the number to still be expansive. And I want it to be in line with 10 million. I want it to be in alignment with a hundred, with hundreds of thousands. And so what we will be playing with is what, what does 4 million get to look like? Now, the biggest shift in my mindset, when it comes to this now being a intention that we create a 4 million pound a year turnover company, is that I am very unattached to that number. I give that number because I have a team and the team are incentivized based on revenue.

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So I have to have a number, but I am also, the difference in who I am as a human is that if we as a company hit 4 million amazing, great. If we, as a company, don't hit 4 million, it's gonna be amazing. It's gonna be great. If I have adhered to the intention that this is a year of infinite receiving across all areas of my life. It will have been the best year on record to date, whether that number gets hit or not. And the really beautiful thing is, is that if I double down on infinite receiving, is it possible that we surpass 4 million? Abso-fricking-lutely and without kind of going into all of the things that we'll be shifting, the biggest thing that I will be swapping up is creating containers that have unlimited capacity. Because what I noticed when I was just playing around with the numbers, because we have a fixed number of people that we will have in the freedom experience based on the structure that we have right now, I was seeing where even though it was absolutely possible to hit 4 million in, if we kept the structure, the way that it is this year, if we kept the structure the way that it has been or what we've switched it to in 2021, it would be, it would feel like a push to ever go beyond 4 million.

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And this is what I mean about having the filter of is this what a 10 million pound company will do. So I'm thinking three steps ahead, knowing that if we go into 2022 shifting the containers the way that my mind is already think, oh, this is gonna give us space for growth. Yes, we're giving ourselves a chance to hit 4 million, but we're also giving ourselves a chance to hit 10 million. And whether we hit 10 million in 2022, 2023, 2025, 2027, 2029 or 2030, it, none of it is irrelevant because I'm not attaching my worth to any of the numbers. I'm not attaching my validity as a business owner to any of those numbers, because if you're running a profitable business, you're doing great. You know, the focus is on creating a legacy that

touches people who might not ever know my name in the realms of hundreds of thousands of people.

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And that's just such a big impact intention. I expect that to take a lifetime. And, and I also know, even in, even in me saying that that, that gets to shift, but right now that feels beautiful. Even though I hear the limitation. And the great thing is is that maybe the impact intention just completely changes. And maybe it doesn't, but maybe we reach hundreds of thousands of people who don't know that I'm the source, in 10 years. So then what happens then? Well, is it okay to shift it to millions of people? Uh, yes. So there's even space to grow in that intention. And that is what is exciting to me. So to put it, in a nutshell, we start with really looking at what's happened, setting an intention, setting a standard when it comes to like our word or words of the year, what does a year represent?

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We reconnect with the impact intention, what is the big vision? Then we bring that impact intention down, just, you know, to something tangible that includes numbers. If you don't work with anybody else, and maybe you don't even need to do that, but I do. So that includes numbers. And then I bring that down to what feels like this could be fun. And in this could be fun ie hitting 4 million and there's still space for so much more. And because the intent is infinite receiving, it's really 4 million or something even better. And something even better might mean that we don't hit it, and it doesn't matter. And something even better might mean quantum leaping way beyond 4 million, and that's great, but it doesn't change who I am as a human. It doesn't make me more worthy or more deserving or any of that. So there is a, this is a simple process for sure.

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There is a lightness around the intentions that I hope that you can feel. And I hope that this has helpful for you. I wonder if it has shifted anything, if it has it me up in the DMS, let me know I'm over on Instagram, @Suzy_Ashworth. And if you are looking for a quantum shift and you want me to break down, not really just what we are talking about over the next 12 months, but how we get to go bigger and bigger and bigger. If that's your desire, then you should come and play with us on the 21st, 22nd, 23rd of January, because I am going deep into the quantum. I'm really gonna be sharing a lot about the energetics and what has shifted in my understanding of the energetics and how that translates into your business on those three days. So the quantum shift is happening.

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It's a virtual event, unfortunately we had to shift it from being in person because of the, because of COVID, but it's not our first rodeo. And The One Live was the most exquisite, incredible life enhancing experience that I have ever delivered in that format. And so, yeah, I really, really encourage you if you are open to spending an intense period of time with me, so that you are able to download all of the codes

that I have to share around making quantum shifts in your life in a way that is good to the nervous system, that won't send you into shock and you should come and join us on the 21st, the 22nd and 23rd of January. It is going to be epic. Right my loves, you are incredible. I will look forward to being in your earbuds next time. And in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles