

The Limitless Experience Podcast
Why we need to stop using integrity as a weapon
Transcript

Suzy: [\(00:02\)](#)

And very often, being in integrity is about admitting that we don't get to be right. Which is really hard because I know that lots of times my ego would prefer me to be right than happy or at peace.

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.

[\(01:04\)](#)

Good morning you gorgeous human beings. It is Suzy Ashworth here. Quantum transformation and embodiment coach and I am feeling the vibe actually. And depending on your beliefs, you might be like, there is no final destination. We just go on and on and on. And this is just a moment in a blink in the infinite continuum that is life, or you might be, there is definitely a fun destination. That final destination is death. Either way, if there is no final destination, this nation is death. What the hell are you doing if you are not setting yourself up to enjoy this life? That was my thought. Like, what is the point in doing anything that you do not enjoy. It's not to say that there aren't going to be challenges. It's not to say that you aren't going to be hard things, but are you setting your life up so that the majority of the time that you spend is set up in a way to support you, loving your life?

[\(02:07\)](#)

Is it? Are you building your business in a way that you love? Are you talking about the things that are on your heart? Like, are you really doing you? And you know what, another reason that I'm feeling very excited is that we're doing something a little bit different today. Yes, it is not just my lovely visage that you are going to be viewing today. I have got a very, very, very special guest. Her name is Ali Mapletoft and some of you may already be familiar with her incredible work. Ali is an artist, a mentor for create tricks and has a huge mission when it comes to healing the create tricks wound and helping people step into their natural, innate and fantastical ability to create. And Ali is always been a client of mine. I think I've been tempted to say three years, but it might be two, but it's been a while.

[\(03:14\)](#)

We've been in each other's lives for a while and is currently in my illuminate mastermind. And that is the place where I love to go and chat about what is on my

heart. And in my mind, it's a really beautiful collaborative space and we get to go deep. We get to go deep on the energy. We get to go deep on who we are. We get to really explore what it means to lead with love, what it means to step into our fullest and most illuminated selves. And I invited Ali to come on today because we were having a conversation that has been bowling for a little while around the subject of integrity. And it really intersects this conversation around integrity and cancel culture, believe it or not. And we were having this conversation earlier in the week, and I was like, you know what?

[\(04:23\)](#)

We really need to share this. So I have invited Ali to come on and chat with me with us today about this conversation. And really, I want you to think about how it is impacting the way that you show up in your business, because I know that it is, it impacts me and I have to be very, very mindful about catching myself, filtering myself for fear of this conversation around integrity and authenticity and, and all of the things. So I am going to stop whining on and I'm going to bring the lovely Ali up.

Ali: [\(05:07\)](#)

Hey, thank you. Good morning. I love the way you introduced all of that, by the way, it just feels really, really good. And I absolutely loved the way you introduced me as well. My ego was just going, whoa,

Suzy: [\(05:26\)](#)

Well record it and listen to it whenever you need a little bit of a pick me up. So I want to just get straight into it. What needles you when it comes to this conversation about integrity? Is that really where we want to start? Is that the right question is to start with?

Ali: [\(05:45\)](#)

You know what I think for me, it's the integrity top trumps that we can find ourselves playing. Yeah. And I know you and I have spoken about this before. It really comes down to this idea that I'm here to impact the world. I want to make the world a better place. I want to really help people as long as I'm the best. Yeah. Yeah. So as long as I'm like the top dog and the best one, yes, everything's good in the world. And I think for me, first and foremost, it's about noticing where that is showing up in my life, in my business, in my heart. It used to be for me that I would notice in my community that success was talked about in terms of visibility and recognition for your work that made you a success. And I'm noticing this new layer that's coming in where not only do people feel like I need to be the best, but also I need to be seen to be having the most integrity. Yes. And if I'm not seen to have the most integrity, that's dangerous for me, does that make sense?

Suzy: [\(07:05\)](#)

A thousand percent. And I want to, first of all, before we get into being seen to be the person with the most integrity, the piece around being the best, because this is

a relatively new conversation for me actually. And it really comes from the old paradigm of it's being an employee. And actually even before being an employee being at school, and who's going to be prefect, who's going to be head girl. Who's going to be seen as being a top dog. And this clamor to be top dog means that you are in a very small island, that you have to be very, very protective of. You know, and as soon as my coach, one of my lovely coaches, Melanie has said this to me, I was really like, oh, because being the best has always been a goal of mine, having the number one virtual business academy, being the best, being number one, being being, being. And I've never seen a problem with it until I really bonded with me that it fundamentally goes against everything that I teach and believe in when it comes to living into and with an abundance mindset.

Ali: [\(08:29\)](#)

And it creates that limitation. Doesn't it? That if I'm working with somebody and they reach a height or a level that feels like it's better than me, then that's not safe for me. And that includes their visibility. It includes their integrity. It includes their levels of excellence in the world and how they are seen in the world. And I definitely have felt that, you know, I'm not going to lie. This has been active for me too. It's been active for me too. You know, I am a creatrix coach who really supports women to shed to that cloak of invisibility that is the struggling artists archetype. And I've had clients who work with me two or three years ago who have gone stratospheric in their level of success as a designer and exceeded what I have attained as a designer and don't get me wrong.

Ali: [\(09:29\)](#)

There was that contraction there where like, oh am I okay with her exceeding where I'm at creative or, you know, my perception of you know, what's good. And I think where it comes to where the integrity piece comes into it is what I'm noticing in my community is that, it's like that competitive integrity piece and where I notice it and where it kind of irks me a little bit. And I see it showing up is on social media when we are playing that game of calling out, calling time on, calling bullshit on, and we're saying, look, I'm calling time on, I'm calling bullshit on that person and the way that they do things in their business or that entire group of people in the way things, they do things in their business. I'm calling time on this. I'm calling bullshit on it. I'm calling it out because I've got the most integrity.

Suzy: [\(10:33\)](#)

I might not be the winner in the number of clients I have. I might not be the winner in my messaging, but I am the winner when it comes to having the most integrity. And I am going to wave that flag really, really high so everybody can see it. And I just, I just want to say that when you are in any type of competitive nature like that, you can't do your best. You can't do the best job when you need to be putting someone down in order to elevate yourself up. And it's really interesting how this integrity is being used as a weapon when in the past integrity was something that you got to be, it was a good thing it's like, and still, it's a good thing. Of course you want people to act with integrity, but when you're using it to like jab at someone

else's business that is, it's not out of integrity, but it's just, it feels out of alignment. You're missing the point.

Ali: ([11:46](#))

It's energetically, it feels like a big leak, you know, and for me, and I'm not saying I haven't participated in it. I'm not saying I haven't participated in it. I have participated in it. And I think we have all on some level participated in things that come from the council culture paradigm. We've all been there. We've all made that comment that says, you know, oh, that's terrible. You know, and we know just because of the way the human brain works, that we find it really easy to jump to the kind of negative bias. So if I would do a post on Instagram now calling something out, it's so easy for people to pile in on that and throw stones and be like, yeah, I hate that too. You know cause our brain finds it really easy to click into the negative. And that doesn't mean we need to do it because energetically, I know that for myself, what I felt like when I'm in the calling out, when I'm in the calling time on energy, I feel a little bit like that neighbor who's got the binoculars who's like, oh my God, can you see how dirty they curtains are? Can you see, can you see how nasty that curtains are over there? And what I actually needed to be doing is taking care of my own house, not worrying about how dirty somebody else's curtains are over there. Does that make sense?

Suzy: ([12:57](#))

A thousand percent. It's like, are you doing your best? Are you doing your best this morning as a human being? Like that now is my intention. Can I do the best that I can do? Based on the tools that I've got based on the knowledge, the information that I have, can I do my best? And if I'm doing my best, that gets to be success. That gets to be great. But me doing my best doesn't need to take anything. I don't, when I'm doing my best and not trying to be the best. I don't need to take anything away from you.

Ali: ([13:40](#))

You don't need to take anyone down.

Suzy: ([13:43](#))

I don't need to take anyone down and I don't need to take anything away from you. And I think that I really want to, when you get tempted, you know, because we've seen it so much over the last year and a half, you should do that. You shouldn't be doing that, you should be doing. How does it feel in your body when you are participating in that herd mentality, in that level of negativity? Like how does it feel in your body? Because that feeling will absolutely tell you where your point of magnetism and attraction is for the day, for the week, for the month, for the year. Like any short-term gain you get from the false sense of this is a community of people who are united in their hate for something, very quickly dissipates.

Ali: ([14:42](#))

Yes. It's just, when you said that united in their hate for someone or something, it just like, it just gets me in the solar plexus. I'm just like, Ugh, because I know that I've been in that place. I know that in the past I've participated in that rather than, you know, using my stones to build a house, I've been throwing my stones, you know, and this is something that I want to be really, really aware of energetically. How does that affect everything? How does that affect how I'm showing up and where is it coming from in the first place? And I feel like this is a, you know, this is a conversation about shame, really, because it is not really possible to shame somebody else, unless we are feeling some kind of shame ourselves. I think Brene Brown talks about this in *daring greatly*, about how shame is so contagious, you know, with shame, somebody who shame, somebody who shamed, somebody who shames somebody and we get to be the one that breaks that link, we don't have to be part of the chain. Yeah.

Suzy: ([15:45](#))

It's so funny because I was noticing shame this morning. You know, I was thinking about my birthday party and I was thinking about what I was going to do and who I was going to invite. And I, all of a sudden just felt their shame around who was going to be there and who wasn't going to be there. And it was very, very interesting to observe that feeling in myself. And I know so much when somebody is feeling triggered in business in the coaching world, by what other people are doing often, that is stemming from exactly what you said. Shame around the perceived success or failure that they, usually themselves, have had with a certain method or not. And that is, we've seen it. We have experienced it. And everybody, I don't know anybody. I don't know anybody. So not to say that everybody, I don't know anybody who is not afraid of somebody coming out and saying, I tried this person's course. I tried this person's method. And it was shit. It was really bullshit. And it is that idea. The fear of the shame that you will feel if you are called out in that way is debilitating. And then when you mix in but what if it's not just one person? What if three people decide that they're going to chime in or five people decide that they're going to chime in and all of a sudden there's a pile up, all in the name of, I need you to know that this person's method is absolute bullshit, all in the name of integrity.

Ali: ([17:40](#))

Yeah. And it's, it's where, it's where the integrity gets weaponized, that it can become quite toxic. Right. So, and I think it requires actually understanding, going back to what, what is integrity? What does it mean to have integrity and be in integrity? So to be integral means to be whole, there's a wholeness there. And so if we are whole and sovereign and we understand what our values are, what our morals are, what our ethics are. That is our wholeness. That is our integrity. Just because somebody else doesn't like it, or just because our standing for our values, our morals, our ethics, you know, our integrity, doesn't feel good to them, or it may even feel like a betrayal to them. Doesn't mean we're not in integrity. And I think this comes up for coaches a lot, and that's not fear. You know, what if somebody

takes my program and doesn't get results, mean they're going to have integrity that they're going to accuse me of being out of integrity.

Ali: ([18:48](#))

What if somebody takes my program and then decides that it wasn't for them. And they want me to refund the whole thing. And I say, no. Does that mean I'm out of integrity? Well, no. If being in integrity for you and being whole for you and not having gaps in your field and in your container for you, is still adhering to your values, your morals, your ethics, your parameters, you're still in integrity. Even if it doesn't match what somebody else wants you to do or what somebody else thinks integrity is for them, because integrity isn't an absolute, and the minute we look for absolutes, we're pretty screwed because everybody's integrity is their own integrity.

Suzy: ([19:35](#))

I think that this is so important. Integrity is wholeness. And so when you all know your wholeness and you don't bend to someone else's wishes or requests, that doesn't mean that you're out of integrity. It means that you are honoring your wholeness and it's not used when you said sometimes it feels like a betrayal to the person, I absolutely get that. And that's where the, if you appreciate that somebody is doing their best, but then tools that they've got with the information that they have with the knowledge that is available to them, even when your values don't align, even when you don't agree with what it is that they're choosing, you can respect them and respect the integrity of their decision even if it doesn't align with your integrity. And I think that without wanting to go on a tangent, but we are seeing so much of this with the, you know, with the vaccine, you know, if a really good example of how dare, how dare you, I'm right, no I'm right, it's like that person has their view and that gets to be whole for them.

Ali: ([20:58](#))

And can we have these difficult situations? Can we be triggered by something? Can we experience the discomfort of those conversations? And also at the same time, radically accept that nobody has to be right. Nobody has to be right. And that, I think we find that really, really difficult, to end the conversation without conclusion, to end a conversation without a winner, to end the conversation without somebody being acclaimed and crowned as being right, we find really, really difficult.

Suzy: ([21:36](#))

Especially if it's not you.

Ali: ([21:38](#))

Especially if it's not you.

Suzy: ([21:41](#))

I find it. I need to be the person who's right. You know, in order to elevate myself. So therefore I need you to be wrong. It's like, I can have my, this is true for me. And I understand that this is true for you.

Ali: ([22:00](#))

Yeah, totally. And you know, I think for me, this really dropped in recently. I was talking to somebody about it and it was like, as I was saying it, it just dropped in and it's like, something clicked in my energy, in my frequency, it just went, it just dropped in. And I realized integrity for me, integrity for my container, integrity for my people looks like this, and this is what I stand for. And so for me, I'm able to say, you know, I stand for wildly successful creative women living their best life. What that gets to mean is that they get to call in money. They get to call in support. They get to call in things that previously this cloak of the struggling artist wouldn't allow them to call in because it's too much, it's greedy. It's not allowed.

Ali: ([23:02](#))

It's not an integrity, to make a lot of money from because the struggling artist archetype is just slow alive. It's what I'm doing battle with, and to actually be really sovereign about that and begin to celebrate the creative woman who is living her best life, begin to declare I am a wealthy artist. And being in integrity with that, that just feels really, really good. And I think it just dropped in when I was explaining to somebody, I mean, integrity for me and my container and my people. This is what we are doing here. And it's not everybody. And that's okay.

Suzy: ([23:46](#))

And it's not for everybody. And that's okay. I was reading Brene Brown whenever I'm reading shite I'm like Brene what do I do. I think integrity and authenticity are absolute bedfellows. And what she was saying about authenticity is authenticity is the ability to release who people say you should be, and allowing yourself to be who you truly are. And that peace when I am in integrity, I'm giving myself permission to be who I am. I know that you think that I should do this. And I know that you think that I should do that, but this is, this is being integrity for me.

Ali: ([24:37](#))

And it comes back to that wholeness piece. And very often being an integrity is about admitting that we don't get to be right. Which is really hard because I know that lots of times my ego would prefer me to be right than happy or at peace, you know?

Suzy: ([24:59](#))

And I think where you get to take this is really when you're looking at your business right now. And when you're looking at how you're showing up, and you're looking at how you are sharing your message, how much of it are you filtering for the fear of other people not loving what it is that you say, not loving what it is that you actually desire to represent, because when you are looking for the uplevel and you're looking for, the upgrade in the types of clients that you want to work with, the number of clients that you want to work with, often with the prices that you want to charge that alignment to who you really desire to be in this world, like that is all one huge piece of the puzzle. And it's so subtle. The filtering is so subtle. I think that

frequently, we don't even realize that we're holding back, realize that we're not choosing to be who we want to be.

Ali: [\(26:13\)](#)

Yeah. A hundred percent. You know, for me even just saying the words, wealthy artist, that felt dangerous until quite recently, because it's not allowed or it is allowed for the select chosen few.

Suzy: [\(26:33\)](#)

And often there will be lots of negative connotations, but the select chosen few also carry with them. And we have to choose what's the story that we want to live. What's the story. What's the story that we want to live. What's the story that we want to tell, you know, at the end of the book, what is the story that we want to tell? Well, you know, I acquiesced to the bang mob, you know, because I was too scared to really say that I want to be a wealthy artist, being wealthy woman, be somebody who impacts millions. You know, somebody who changes the paradigm, somebody who is a catalyst and an activator for change and magic and miracles, you know.

Ali: [\(27:27\)](#)

And I've heard you use the phrase, being the model, not the mirror. When we talk about that kind of thing and how scary it is to not always be mirroring your audience, to actually be the model, not the mirror. It feels really scary because your brain is just going, who the hell do you think you are? Are you still in integrity if you're not as relatable as you were last year because you, well, yeah, because you have a bigger audience because you've got really cool stuff going on for you right now. Does that make me unrelatable to my audience? Am I in a dangerous place? Because somebody will go, well, I'm a struggling artist or I'm a struggling coach. How can I relate to you on your desert island with your cocktail? And it's so interesting. Last week I actually saw somebody from my community put a post up and it was something about, oh, I really admire this person because they don't terrorize you with their excessive success. And like being on a desert island, sipping a cocktail. And for a moment, it triggered me. Cause I was like, I'd love to be on a desert island sipping a cocktail, does that not mean I'm not in integrity.

Suzy: [\(28:49\)](#)

Does that mean I'm terrorizing people? This is so important because what this does, what this mindset does is keep people where they are, it keeps people stuck. Now, what is true, and I think that how long have we been working with each other? Is it two years or three years?

Ali: [\(29:10\)](#)

I think that it's two years.

Suzy: [\(29:13\)](#)

It feels like a lifetime, how much has changed for you and for me since we started working together? Everything. So much. Now you could say, you know, I think the first thing that you invested in, it was like 500 pounds.

Ali: [\(29:35\)](#)

It was 400 pounds and I nearly died of stress, like putting my card number into the website, you know. And there was this really real thing. Like I'm not going to get this money back. Who is this woman anyway, is she scamming me like what's going on. You know.

Suzy: [\(29:53\)](#)

400 pounds to tens of tens of thousands of pounds invested over the two years. Now, if I'd had the mentality of Ali's my ideal client, but 400 pounds, I need to keep everything where I am, we would no longer have. We would not be having this conversation. You know, it's really trusting that as I elevate, the people that desire to elevate and expand with me are going to stay with me whilst it feels aligned. And at some point it will no longer feel aligned for that moment in time. And we will part. And then if it feels aligned again, we will move forward. If I continue to elevate and you know, we, that there is alignment there, the idea that you have to stay small in order to stay relatable to people that invested with you, even six months ago is so ridiculous. It's such a, it's not a growth mindset,

Ali: [\(30:59\)](#)

And it's not trusting them to grow.

Suzy: [\(31:01\)](#)

It's not trusting them to grow. It's not trusting that it's safe for you to have more, be more, do more, you know, it's, there's a complete, it comes completely from this place, that place of scarcity. It's safe for you to be a chapter, be part of a chapter in someone else's book, but you don't need to try to be all of the chapters. I'm going to stay the same forever in order to be in all of your chapters, that keeps them limited. It keeps them stuck.

Ali: [\(31:34\)](#)

And yet, it's really, really tempting because the mind is going, who the hell do you think you are? How can we be in integrity to help these people if you are on your desert island sipping your cocktail, you know, and it's a story, it's just a story. And I find it so fascinating and inspiring, you know, for me having like palpitations about investing 400 pounds with you, to investing almost like a hundred times that a couple of years later, and just feeling like chill about it, feeling okay about it. If somebody had told me that I'd be like, no, you're dreaming, different planet. But if somebody had also told me all the things that would unfold in that time, I would also think that they want another planet. And it is part of the journey for me, right, as your client is I get to see you grow.

Ali: [\(32:36\)](#)

I get to see you grow. And there might be moments I'm like, Ooh, Suzy has really sped up like the gaps, the gaps growing, oh, God help, help. How am I ever going to catch up with that? That's my stuff, right? It doesn't say anything about you. It's my stuff. And I think in those moments, that is a teaching point. It's a learning moment as well, for me as a client to be able to be okay with myself and know that I am enough, even when I see Suzy Ashworth, you know, with a rocket pack, just going like that, it's actually really good for me to be able to handle that and notice when I get triggered by it.

Suzy: [\(33:19\)](#)

And that is what being in, that is the opportunity for you to come back to integrity. That is the opportunity for me to come back to being my best. If ever I find myself being that competitive, how am I going to catch up with that? You said it that's the learning opportunity, but what might, the reason I invest with my coaches and the reason that I want to continue expanding is I want to be the model. You know, I want to be the model for women. I want to be the model for black women. I want to be the model for women of color. I want to be the model for single moms. And I want them to, I want to be the model for people who left school with just their GCSE's. I want them, and this is the edge. You know, we keep talking about it. I want them to see me on the island, sipping my cocktail, because I want people to know that it's possible. And I want people to know that you can do that and be a good person.

Ali: [\(34:25\)](#)

Yes. You want them to know it's possible for them not just possible for you.

Suzy: [\(34:32\)](#)

Yes. Absolutely freaking. If I don't show that, if people don't see that, then they will less markers for what is possible for them. You know, when people are triggered, that is an opportunity. Why am I, why do I feel less than why do I feel less than, why don't I feel excited, while I thinking, I wonder what it is that she thought about that enabled her to give herself the permission to take that leap. I wonder what that thought was.

Ali: [\(35:07\)](#)

And I think it's in that moment of being triggered like that, that's when we get to resist the urge to call it out, to call time on it, to call bullshit on it, to cancel it, to ring up a friend and go, have you seen Suzy Ashworth in a bikini with her cocktail, you know, it's like, that's the opportunity to go. I'm going to, why do I have a problem with that? Why not triggering me? What am I carrying around that I get released, but I get to let go of, that makes me believe that that's not possible for me or makes you believe that that's not in integrity for me.

Suzy: [\(35:47\)](#)

And the reason that the energy work is so important with any template is that we feel what we feel uncomfortable, it is in our nature to go, I need to, I need to get

this off of me. I need to rid myself of this discomfort and that momentary pleasure that we get when we're able to kind of just release some of the cortisol bites, you know, by slacking people off on the internet, subtly, not mentioning any names, the thing that we're doing to purge. And it's like when I felt my shame this morning, rather than try to, rather than make myself bad, rather than berate myself, I got to love on myself a little bit more. And I've got to think about how am I going to deal with this in a way that allows me to be who I am. And the answer to that question mostly is just do the thing that you want to do, and it will feel uncomfortable and a little bit scary. And then you realize that you weren't dying and you'll be fine.

Ali: [\(37:02\)](#)

And what did you do physically? Cause I know that you use release practices to release it from the body. Not just the mind, you're like doing stuff. What do you need to do to relieve that from your body?

Suzy: [\(37:16\)](#)

No, in all honesty with this example, I meditated and that was it. I meditated and I did a bit of journaling and just getting awareness was enough to, was enough to release something. And then I went into a huge space of gratitude, you know, today's the last day of September, it's been our second biggest cash received month in business. And tomorrow is the start of my birthday month. And I think I'm going to be 43. I need to work that out.

Ali: [\(37:50\)](#)

I know you are because your birthday's two days before mine, I think, the 14th?

Suzy: [\(37:56\)](#)

No, on the 19th.

Ali: [\(37:58\)](#)

Oh, okay. So you're both, there's a few days after mine, we're the same age. There's mine's on the 16th. I know.

Suzy: [\(38:05\)](#)

So I never thought if you'd have told me last year that I would be going into this birthday year feeling the way that I feel. I'm like, my skin feels amazing. I'm like in my bed, I'm journaling, business is great. I have amazing clients. There's so many things in my life that I feel so grateful for that going from, I feel bad about myself and being able to realize, oh I'm feeling bad about myself because I want to do something that other people might have judgment about, realizing I'm not a bad person and then meditating, so slowing down the thoughts and then gratitude.

Ali: [\(38:49\)](#)

Yeah. Just commenting on your skin. You put a post on Instagram the other day. And I was like, what skin is she using? I mean, what, how,

Suzy: [\(39:01\)](#)

I have been using, not affiliates, but Medik8 with a K. Yeah. Which sounds so unsexy. But these skin products.

Ali: [\(39:17\)](#)

Before all this goes the wrong way. I'm a fan, we're not here to talk about. Yeah. Lovely.

Suzy: [\(39:33\)](#)

Bit of glycolic acid, bit of microdermabrasion every six weeks, I'm a new woman. Anyway, I'm feeling very, very good and grateful. And the fear that comes up when and the fear is there, somebody said somebody put a post up and I get it. And I agree with it to an extent she was saying how the fear disappears when you focus on other people. I've said that I absolutely, I believe that. And as a human, the fear is always there. Just how quickly you can bounce back out of it. And I think that is, we're focused on bouncing back out of it rather than trying to offload my shame onto somebody else rather than saying, I feel this shame because of you.

Ali: [\(40:28\)](#)

Yes. Yes. Because nobody's making you feel the shame. No. And it was really interesting the other day. You said something in our group about checking in around, was it fear, shame, judgment. What was the other one? Fear, shame, judgment, guilt, fear, shame, judgment. Guilt. Yeah. I mean, for me, there was also like uncertainty and doubt, but I guess they're part of fear, aren't, they, they kind of fall under fear and I think it's always worth checking. Like if I'm feeling weird and I'm feeling a contraction or I'm feeling like attacking or defending or running away, which one of those is it, if I sit for a moment and feel into the body and find out which one, which one it is. I had an amazing meeting with my book mentor a couple of days ago where I just had a stomach ache and she was like, what's this stomach ache about? And I was like, oh, I don't know. I'm coming down with something. And we just found it. It was fear. It was never around the book. It was fear around who the hell are you? Who released this like, high-end glossy, beautiful, heavy fashion-y coffee table book when you don't know anything about that stuff. When, you know, do you even deserve to do that?

Suzy: [\(41:46\)](#)

I'm so grateful that you are using this language because this is the language that is happening inside everybody's head all of the time. Who the am I? You're only Ali Mapletoft, you know, what do I know? You know exactly what you need to know to put in that book. And that my friend is amazing.

Ali: [\(42:08\)](#)

Yeah. But it takes, I think a coach very often to help you to identify what the hell's going on there, because I've been internalizing that and internalizing that and just burying it, you know, it's like pushing that beach ball under the water, it's going to jump back harder and hit you in the face with more ferocity. The more you push it

under. And for me, I was just like, yeah, you know, I'm fine. I'm just, I'm just perfecting it. I'm just sending it back to the designer 30 times to tweak that typeface on page 46 or whatever. And it sounds very logical. It sounds very logical, but the truth is there's a lot of fear and there's a lot of shame around doing something which just feels so sexy and luxurious and beautiful to do, that my mind wants to go, oh, that's just a vanity project. Who are you? Who are you to do that? Nobody asked me to write a gorgeous book. What are you doing?

Suzy: [\(43:07\)](#)

And I did a post about, on need versus desire. And even since writing that post around, essentially, it's safe for you to play in the space of desire. You don't only give you, you don't only need to give yourself permission to have the things that you need, but even desire has shifted a little bit for me over the last couple of weeks, it's about the willingness and the opportunity to choose. I'm doing this because I choose to do it. And I think for me, desire when I was tuning into it, just this last weekend was still coming from a place of lack. It was still like my desire, this, because I want to feel a certain way. I desire this because I want to be a certain person. I was like, that's not it. I want this. And I get to feel good about being able to choose it. I choose it because the life that I want to create is a masterpiece. And I am a masterpiece and I get to choose this for my masterpiece. And that was a big deal.

Ali: [\(44:10\)](#)

And that gets to be part of your wholeness and therefore, part of your integrity that you choose it, it doesn't have to be any other reason. And I think for me, a huge part of upleveling has been that realization that this is just, this is just what I do. This is just what I am. My three-year-old daughter, Tilly just gets this, you know, it's like kids and so amazing. No, so she said this one, she was three she's five now, but she said she was doing this drawing. And I was like, wow, Tills. I just love the way you've used color there. I love the way it's so wild, you know cause she she's an artist, I'm an artist. And I was like telling you, you were a real artist, you know? And she just went, look what I do, you know, at the age of three. And I was like, of course it is, of course it is. It's like that moment, it spoke to me because it was like that. That's how we get to carry on being, because that's how we start out. That's drummed out of us later. At three, she was like, it's what I do, it's what I am.

Suzy: [\(45:17\)](#)

Yes. It's just who I am. And I think when it comes to what it means to be fully illuminated, just being who you are, this is why. And I get to love myself. And I get to know that I am worthy and I get to know more of myself that I choose to be every single day, the more magnetic I am for people who want to be in close proximity to somebody who is emitting the energy of themselves in such a divine way, you know. And it's how many times a day can we tune back in. And the conversations that we have, I feel so grateful for them because they are anchor points for tuning back in to, am I doing my best today to be aligned and free?

Ali: [\(46:12\)](#)

And I think, you know, for me, it's really, it's really trusting that being in my wholeness, being an integrity for me includes stuff like pleasure, luxury, fun. And if witnessing that feels like a betrayal to somebody else, that's okay. Just because you don't like it or it doesn't feel in integrity for you based on the ideas you have. And in my community's case, it's like the ideas you have about the struggling artist and the noble struggling artist, it's still an integrity for me, for my container, for my people. And that's all.

Suzy: [\(46:59\)](#)

And the more you can lean into that, the more your business will grow and innovate the people who are aligned to that message. Yeah. That is beautiful. Yeah.

Ali: [\(47:11\)](#)

Yeah. And when we meet in person, it's one of my favorite things to do, you know, when we meet in person and you can just feel that electricity in the room, that's just, just, I don't know. It's almost like just pinging around the room that electricity of yes. We're elevating together. When you are wildly successful creative women, we are wealthy artists. Even if our bank balance isn't reflecting that yet, being in that energy of like, it's, it's what I am, it's who I am. It's what I do that feels really, really expansive and really, really fun.

Suzy: [\(47:50\)](#)

Well, and it's absolutely necessary because the energy before you see anything in reality, the energy has to shift. Yeah. And the physical catching up with what is happening in the energetics, you know, that is just, it's just the way that it works. Everything starts with a thought, and a thought is a frequency. That's the way that it works. I love you so much.

Ali: [\(48:13\)](#)

I love you and I love this conversation. It's so much fun. And also, you know, like I'm, I'm hearing us talking, I'm like, Ooh, oh, this is going to trigger some people and it's okay. And I just feel so, like, I kind of feel so warm towards like me from two years ago, who would have been triggered by all of that, you know, I'm just like, I love you. It's okay.

Suzy: [\(48:41\)](#)

Well done to the youth from two years ago, who said, yes, I can do this. Right, I love you, can you let everybody know if they are interested in finding out more about your amazing work, where they can find you.

Ali: [\(48:56\)](#)

You can find in the creatrix club, which is a Facebook group, it's business success for ambitious creative women. And if that's you hop over to the group, and you'll find me there. I'm every Monday, Monday morning, Monday I'll be back at 10:00 AM.

And it's a lot of fun in that. It's a very supportive and beautiful community like this one.

Suzy: ([49:22](#))

Yeah. I love you. I love you. I love you. If you are listening to this on a podcast, hit me up in the DMs. Tell me what you took from this conversation. And I will see you next week. Take it easy.

Faith + Action = Miracles