

## The Limitless Experience Podcast

### Why I shut down my Facebook group

Transcript:

Speaker 1 ([00:01](#)):

A lot has shifted in the public consciousness, with Facebook more and more people are choosing to not spend time on there and the way the algorithm works, even in groups, it was challenging to get my posts seen in my regular groups. 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 conscious leaders like you create six figure breakthroughs in your business fast so that you can expand into limitless living and being part of the tidal wave of positive impact that we want to create around the world. In this space. You'll hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience.

Speaker 1 ([01:11](#)):

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 get straight into it and talk to you about something that has raised a few eyebrows in my community. So I decided the first week back into work after the holiday break that something was going to change and that something was the closing down of my public Facebook group with 5,900 people in it. And to say this raised a few eyebrows, wouldn't be an understatement, particularly with my clients and I completely get it because I have spent the last two years really waxing lyrical about how opening my Facebook group. And I really resisted this. I'd never had a Facebook group until 2019. That I used kind of publicly, like I used them for launches, but I never had my own group.

Speaker 1 ([02:36](#)):

I used to use my business Facebook page. I had an extraordinary amount of engagement there considering the size of my page. And it's really because I spent, that's where I put my energy, instead of a Facebook group. I used my Facebook page and it worked really well. And then I joined a program to just support me with how I was approaching my challenges. I have been doing challenges for years and years and years and years moved to Mexico, had one

flop and decided that challenges weren't for me, which is so funny because like the idea that I can go from having 80K launches using challenges to, you know, one flop, which I was so clear on why it failed. And it was all about my, um, positioning from offer from, from the week to the offer. And essentially I had given so much in the week that it didn't make sense when I then made the offer for the program that I was selling.

Speaker 1 ([03:47](#)):

So it was completely my fault. It wasn't the challenge at all, but I decided at that point, challenges didn't work. And it was only when I went to Columbia and met a whole range of seven and eight figure entrepreneurs who were all making their money in different ways. And I've met a woman who had had a flop in inverted commerce challenge launch and made over \$800,000 that I went. Hmm. Maybe that story that I told myself that challenges were dead was not accurate. And I decided that I was going to restudy and really kind of get my head around what needed to shift. And one of the strategies I was taught was to just have my Facebook group and to go in and offer value every week. And I did, I offered value every week. I sold once a month and it was an extraordinary tactic for my business.

Speaker 1 ([04:58](#)):

And I used Facebook ads to grow the community, which I did pretty effectively, like almost 6,000 people in just under two years. And I made money from that group. Like I really did monetize it. However, from when I started it, which was at, and actually I say two years, it was a, just over a year because I started it at the beginning of the pandemic. And from the beginning of the pandemic to where we are now, a lot has shifted with Facebook. And a lot has a lot has shifted in the public consciousness with Facebook, more and more people are choosing to not spend time on there. And the way the algorithm works, even in groups, it was challenging to get my posts seen in my regular groups so much so that actually I went back to my old school way of working and rather than doing my like workshops in the Facebook group that I'd built up, which is what I would had been taught.

Speaker 1 ([06:07](#)):

I used popup groups, which I found way more effective. So anyways, we are on holiday during the kind of festive period in 2021, and I've taken two weeks off of work. And that feels really, really good. I am posting a little bit on Instagram, um, but I'm really, I'm not in the client groups. I'm not coaching, I'm not giving advice.

And one of the things that I realized whilst I was away is that I had absolutely zero desire to keep up any momentum in my Facebook group. And that was interesting to me. I love doing thrive Thursday in there. I love seeing people watch the replays because they do watch the replays I see in the comments, which is amazing. I love the fact that people can binge watch all of the content and, and that feels really good, but actually Facebook itself, I didn't have the desire to be in there.

Speaker 1 ([07:14](#)):

And it got me thinking, one of the questions that we asked ourselves as the company at the beginning of the year is what are we letting go of? And what are we doubling down on what works really, really well, and what do we need to release? And what was interesting to me is regular visibility and people knowing where you are gonna be live every week absolutely works. And that was something that I didn't want to change at all. But with the commitment to creating more connection in our business this year, it was really obvious to me that even though we had all of these people who were in this space, the level of engagement in the group was really low. And the idea of doubling down and trying to build connection in that space on a daily basis, didn't feel good to me. And so not so reluctantly, I decided that I was going to close the group.

Speaker 1 ([08:12](#)):

And so not unsurprisingly, lots of my clients are like, but you've been telling us that this is what we need to do. And my stance on this is really, really simple. If you love Facebook and your clients are hanging out on Facebook and the energy feels aligned, stay on Facebook. Facebook is still the most powerful platform out there. I think when it comes to advertising. And I think that depending on the target audience that you work with, it's still, even though more and more people are leaving the platform. It's still the most popular platform for kind of 35 to 55 year olds. I think Instagram is close second, but Facebook is still the daddy. So if you like it, and it is working for you and you feel it like, please, please keep it. If it's not working for you, then take the principle of creating a home where you go live every single week.

Speaker 1 ([09:15](#)):

Like I love video. I think that it is one of the best ways to build intimacy and that strategy I think is super important. Now, one of the things that I loved about the Facebook group that was different from the Facebook page is that within your four walls, it feels like home and it is private to an extent. So I think that people felt

more comfortable being more vulnerable when you were asking questions in a way that they didn't really do on my Facebook page. So I didn't want to, what I decided was we're gonna move the Thursday live, thrive Thursdays over to Instagram, but bearing in mind that level of intimacy that you get in the Facebook group and the fact that after you've gone live on Instagram, you can't see any of the comments. So you lose that social proof. You lose that piece where people are like, oh, she's commented or they've commented.

Speaker 1 ([10:15](#)):

I'm comment too. You lose all of that on Instagram. So where am I going to build connection and allow like curate and cultivate a conversation that probably isn't going to happen for me on Instagram in the same way as it did happen on those Thursdays, at least on Facebook. And so I decided that I was going to move the quantum success hub over to Telegram. And we have right now, um, like 168 people, who have subscribed to the Quantum Success Hub channel, which I absolutely love, like I've gone right back to the beginning. And every single person who says I wanna be part of the channel. Like, it really means a lot to me and I post in there every day, usually something of value like on the weekends, it's kind of more about my life and what is going on, but on a weekday, I am leaving voice notes, asking questions, creating content that is really designed to change the way that people think expand the way that people think.

Speaker 1 ([11:36](#)):

And I love it. It because I'm not reliant on an algorithm now, obviously I don't own telegram, so it's not the same as having an email list, but you know, currently 85% of the people who are subscribed to the channel have their notifications on. So when I post people can see it. Now, if this channel grew exponentially and there were 30,000 people in there, or even 10,000 people in there, and there are hundreds of comments every day, perhaps more people, or obviously more people are gonna turn their notifications off and just choose when they come in. But right now, you know, each post gets kind of like 10 between 10 and 20% engagement, which the idea of that happening in a Facebook group when you've got a hundred people in just doesn't happen. You know, when you are in a Facebook group, when you're building it from scratch, when you've only got a hundred people in there, like it feels really, really hard work.

Speaker 1 ([12:39](#)):

Whereas people are seeing the posts and they are playing with me. And that feels, feels really intimate, really connected and lots of fun. So I am, it's an experiment.

I'm excited to see where it goes. But ultimately the reason that I shut the Facebook group is that I desired to have more connection with people who are new and coming into my world. And this experiment right now feels really, really good. And in alignment with that desire. So watch this space never say never. And right now it is still absolutely our intention to continue using popup Facebook groups when we have our workshops. So we definitely, this is definitely not a Facebook is dead. Um, podcast cost. It is do what feels really good. Do what feels exciting, allow yourself to be creative, allow yourself to be experimental. And if you find yourself following the blueprint, because somebody said that you need to do it like this, but it doesn't align.

Speaker 1 ([13:53](#)):

Look at what the foundational principle is. Take that and ask yourself, how can I apply this? You know, what tactic can I use to utilize this foundational principle in a way that feels beautiful, rich and expansive for me, and then run with it. So I hope that this has been helpful. It has been a joy to be in your earbuds once again. And I cannot wait to speak to you in our next episode, in the meantime, if you wanna connect, if you wanna come and play over in Telegram search for the Quantum Success Hub, and that is my channel, it will be a delight to welcome you. And if you have any comments or questions on the podcast, or you loved this episode, it was interesting for you do me a favour, share it on Instagram and tag me, Suzy S-U-Z-Y underscore Ashworth. I love it. When I hear that I've touched somebody or just, you know, I've changed something. So without any further ado, I am going to stop wittering and say, I will see you next time. And in the meantime, please remember that Faith + Action = Miracles.