

The Limitless Experience Podcast

3 Reasons Your High Ticket Offer Isn't (or won't) Sell

Transcript:

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I will love for so many more of you conscious human beings to be creating such a level of abundance in your business, that you don't even need to think about it. You get the feeling and you're like it's happening. 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 come 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.

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Hello. Hello. Hello. You gorgeous human beings. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I am really, really excited to be back in your earbuds. I feel like I say this most episodes, and I wonder if you believe me, I just, I have an interesting relationship with the podcast because I am one of these people who just generally love to create on the fly. I've created a story that I'm not very good if I have to pre-plan I'm not very good. If I have to batch it, doesn't really, it just doesn't really fly with me, but I really enjoy sitting down to make 2, 3, 4, 5, 6 episodes of the podcast when I'm just in the vibe and I'm in the vibe right now. So yay. Let's hit it. It might be because this afternoon I am jumping in a taxi and travelling down to London for my five day retreat with my illuminate mastermind.

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And I say this every single time that I go away, the reason that illuminate is so special is because we do it every other month. And that means that I get to reset, refocus and re-intend every other month. And there is something very, very magical and powerful that when we do that, when we take the time out of our regular environment, when we take the time out of our regular environment to have elevate conversations, to be looked after, to go through healing, cause there's always some healing. And then to set, you know, new visions, new intentions, or to remember the things that we said were important to us just eight

weeks before is absolutely just is the best. I love it. And whilst I'm on that topic, I am so freaking excited about the fact that England's quarantine rules have changed, which means that we can actually plan to go abroad and it not, not have to worry about the impact of on people when we come back.

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So for those of you who are interested in coming away to play with me on retreat somewhere warm, can we just stop that flipper and reverse it? Anybody who actually knows words that song, uh, is like rolling their eyeballs and cringing. Like you are one of my children right now. It started to come out before I could really stop myself. And yes, I know I did think about it a little bit, but anyway, we are going away at the end of may. And normally we go to Barcelona. Barcelona is incredible. However, this year we have had to change our destination because of Spain's vaccine rules. And we have found the most incredible villas plural in Greece. Now, if you follow or have followed me for a little while, you know that I went to Greece for the first time last year and it blew me away.

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It was incredible. The people were amazing. The water was beautiful. The beaches were amazing. The food was incredible. Like everything, everything was just stunning. So the fact that we have found these villas in Greece, I am just so excited to be hosting there. So if you are listening to this and I like every other week, every other month would be amazing, but let's be real. That's not where I am right now. However, the idea of four, full days, three nights away with you, Suzy, working on what that next vision is for myself, how I'm gonna amplify my income, how I amplify my impact and really put myself in the space to see what the game plan gets to be for me to take that next level of growth and evolution you should come and play in Greece. It is is amazing. Just email, hey@suzyashworth.com, To find out all of the details, the investment, the payment plans, all of that good stuff.

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And yeah, let's freaking do this. So illuminate this afternoon, Greece in a couple of months, and what is hot right now is me really wanting to support you on helping you get your mindset into gear when it comes to your high ticket offers. And I wanna share with you for those of you who we really know that in order to create the type of freedom that you have in your life, when somebody says to you, do you wanna come on retreat to Greece? You do not even need to think about it. You know, the, the reality is is that most people who come will think about it and they will wear it up and it will be like, okay, this is a big deal. Like, okay, we're gonna,

we are making an investment in myself and this feels, you know, it feels extravagant, but I'm gonna do it.

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I will love for so many more of you conscious human beings to be creating such a level of abundance in your business that you don't even need to think about it. You get the feeling and you're like, it's happening. And I have my retreat stash, and this is, and this is where we're playing in order to do this with ease, particularly if you don't have a big audience, having a high ticket offer is one element that can really skyrocket your income and the type of people that you are working with. So what often happens when people come to work with myself and the team is that they say, you know what, actually, I do have a high ticket offer. I just haven't ever sold at that level. Like what's going on? How can you help me? And so today I wanna share with you three of the reasons that stop people after they've made the decision that they're ready for high ticket stop people from actually selling at that level.

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So the first reason that it is not working for you is that you literally have a visceral response to the idea of communicating how much it is that you're charging. And what I mean by that is that you get that kind of the throat closes up just a little bit. You start to feel a little bit sick. You might even feel the vomit just slowly crawling up the back of your throat. As you know that during your clarity call or sales conversation, you are getting closer and closer and closer to the price it's sustain. What the investment is. Your cheeks, um, might be feeling flush or feeling that heat within the body. And then as soon as it actually comes to the moment where you have to say, this is what the investment is, you're like, you can barely get it out of your mouth.

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And if you can, actually, you, you don't get it out of your mouth more frequently than not. You end up saying the old price. And then because you have this real funky energy going on, even when you are stating the old price, the person who you are communicating with feels off, like they feel your energy, not in alignment. And there's still an, I'll think about it. There's still a, not sure I can afford that right now. There's still a, oh, just let me speak to my partner. That physical visceral response is stopping you from selling your higher priced offer. Reason number two is that you have a belief often it's conscious. I was gonna say subconscious, but often this is very, very conscious. You have a belief that even when you've

raised your prices, you don't think people can afford it as a sense of I'm being a bit greedy here.

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And, you know, traditional, my audience have not been able to afford even my lower offer. So who the heck is going to invest at this higher level? Now, what is true frequently, but not always is the type of person who is buying at the lower level. You're right. Isn't type of person who is investing at the higher level. They're not, but the way that you've been marketing, the way that you've been messaging, the way that you've been talking to your dreamboat, client, you have been in alignment with somebody who is not ready to invest at a higher level in order to change that and shift that you don't need to spend to months and months curating and building a whole new audience. You just need to start speaking to the person who is ready to invest at a higher level. And perhaps their problems are slightly more nuanced than the messaging that you have been communicating for people who, who are needing support at the lower level.

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So there is always, always, always, always one person in your audience right now who is ready to invest at a higher level. They just don't know that you can help them yet. And this is all about your messaging, but you are not gonna shift your messaging. If the belief is that people can't afford it. So you have to switch up that belief. Thirdly, you are worried about the pressure that comes with charging more. So you have made up a story that if you charge more, that the transformation needs to be different. It needs to be more elegant. It needs to be more impactful or that you are going to have to sell your soul. Like if you are charging at this higher level, you are going to need to be your client's mother, father, firstborn child. You're gonna need to, you know, follow them up, wipe their backside.

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Like the pressure is going to be intense. And you're not just not available for that. Like that. The idea of that scares you. And what I want to say is that if you are somebody that has that belief, you still haven't decided that you get to build the business that you want. You still haven't decided that you are the person who is in charge of deciding who are the clients that I desire. And you still haven't realized that the power of your message gets to dictate the type of person that you are attracting on a day to a week to week, month to month and year to year basis. And so if you are looking for people who take radical responsibility for the way that they show up in your containers, if you are looking for people who understand

what self and soul leadership really means, if you are, you know, really, really clear that you wanna work with people who understand the power and the importance of the honour of their word, then you get to communicate that in your messaging.

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And what will happen is people who really wanna offload people who want you to be the fairy godmother. People who want you to waive the magic wand, they will be repelled by that messaging, because it's really clear that what you are doing in your business is a co-creation where somebody is willing to step up into the type of power that you hold. You know, they're willing to step up, they're willing to amplify their own level of power. And I say this from a place of really knowing that everybody like there, there is no hierarchy. We are all powerful individuals, but depending on what it is that you are selling, if you are a coach and really understand the power of energetics and mindset, you may attract people who are looking at your energetics, feeling your energetics, looking at the way that you are behaving and feeling your impact saying I'm ready to step into that.

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It's not that their power is diminished, but they're ready to amplify what they have. You know, when your messaging is on point, you're going to, to those people and anybody else who feels intimidated, feels like it's too much wants. Handholding still is not ready to believe that they're capable of creating anything that they desire when they have the right support. Those people will be repelled. Those people will be more attracted to people who are saying, come to me, I'm gonna fix your entire life. And you just have to sit there and watch the magic happen. That's the type of person that they'll be attracted to follow these 50 steps to the T and everything will have changed. You know? So you have to realize, or choose to know that you get to pick your dreamboat clients and they are there and available. I am very, very fortunate to work with so many, so many incredible human beings.

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And I know that they are, have been attracted to me and continue to be attracted to me because they hear the message. They resonate with the personality traits and they understand the type of transformative breakthroughs that they are likely to have when they come ready to expand into a new level of power. And sometimes that happens very quickly. And sometimes that takes longer. And when it's the right client, they're just in it. They're like we're making this happen and we are doing it. And those people are a joy to work with. And when I really took

ownership of knowing that we get to decide, we get to choose. And my desire and intention is the point of attraction that really makes or breaks who we attract into the business. Things really elevated. The people, elevated the results, elevated my love for the business. My love for coaching, all of those things.

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When I acted in alignment and spoke from that point of attraction, I just, yeah, I fell in love with my business even more, and I desire that to happen for you. So look, if this has been even remotely helpful, then I would love, love, love for you to tag me on Insta, share this with a friend. And in the meantime, if you wanna come and play in Greece with us this year, then do me a favour. Reach out to the team on, hey@suzyashworth.com and we will give you all of the details. I love you. You're amazing.

Faith + Action = Miracles