

The Limitless Experience Podcast

Five big F's for You (2 of 5)

Transcript:

This is your reality check. The most successful people that you know are failing a hundred times more than you are failing because they are trying new things that don't work all of the time, but because they are trying new things that don't work all of the time, they are also way more likely to hit the jackpot with the one thing that does work.

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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 a 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.

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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 am back today with the big F series part two of five, where I run down the big five Fs by big five, that really stop people from elevating their impact and their income in their business. In part one of the series, I talked about the fear of judgement. And today we have a new fear for you to just see is this running the show is this part of the reason why I have not elevated into six or multiple six figures or seven figures yet? And the reason that I say this, this is relevant for you. Whether you are looking at six, multiple six or seven, even multiple sevens is that every time we surpass a new income level frequently, the same doubts and fears that we needed to get through at making 5k a month are there, they just present themselves in slightly different ways.

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They're slightly more sneaky frequently. Not always, but frequently. They're slightly more sneaky in the way that they present themselves, but they're still freaking there. So today's F is all about shame. The reason that people are not forward in their business is that they are afraid of feeling ashamed. Now, why might somebody worry about that sense of feeling ashamed? I think that frequently

shame is related to failure. And depending on the type of school you went to the parents that you had your relationship with success. Success means you are a good person and failure for a lot of people meant that they were either a bad person or not quite good enough. And they first experienced that sense of shame when they didn't know the answer in class or they thought they knew the answer, you put your hand up. And when you gave your response, the class laughed or the teacher didn't understand you.

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And all of a sudden you go from this brave courageous human being who wants to contribute to that sense of whoa. I now feel completely inadequate and I never want to experience this sense of shame again. You know, shame frequently goes hand in hand with embarrassment. So from a business perspective, what this means is that you frequently sabotage any opportunity that involves you stepping beyond your comfort zone. Because stepping beyond your comfort zone is a growth zone. This is where your evolution takes place. And this is where you don't have the answers to the questions that you are asking. You have a feeling, you have an intuition, something is nudging. You like there is a possibility that you are going to get absolutely everything that you want, the moment that you step into the growth zone. And there's a possibility that it all might go balls up.

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And what if it goes balls up? Am I willing to take the risk of letting myself down? That's the big one, except it's not really, you know, we all remember our parents being like, you've not just let me down. You have let yourself down. So we've constructed this story that I don't wanna let myself down. No, we're still bothered about our parents or the people who have replaced our parents. I don't wanna let my partner down. I don't want to let my children down. I don't want the industry to see me failing. And the idea of people seeing us fail stops us again and again and again. And I think that this is this sense. The emotion is shame, but the thing that we're really avoiding is failure. And actually I think that this is one of the pieces that is easier to reconcile with. If you allow yourself to fail and I have failed and continued to fail at so many things, and I've disconnected the successes that I have in my business and the failures I have in my business, from my self worth.

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So I might feel disappointed if something doesn't go to plan and let's be real. Most of my plans, something completely different happens in real life. Sometimes it is exponentially better. And other times it's like, wow, like things very rarely go to

plan. And it doesn't mean anything about who I am as a human being. You know, every experience is feedback. It's a gift. It's a learning opportunity. It's an opportunity for me to embed a deeper level of wisdom that I get to share with my clients. That is how I deal with failure, which means that I am also not so much afraid of that feeling, of being ashamed. So if you are listening to this and know that the idea of failing in front of people really creates that sense of embarrassment or dread or shame like you shame yourself because you are apparently not good enough because your thing didn't go to plan.

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This is your like reality check. The most successful people that you know are failing a hundred times more than you are failing because they are trying new things that don't work all of the time. But because they are trying new things that don't work all of the time, they are also way more likely to hit the jackpot with the one thing that does work. You know, they're able to get over themselves enough to be willing, to be disappointed when something doesn't work out for the sense of yay, we're doing it, we're actually doing it. We're making a difference. We're making an impact. We're helping people. We're changing people's lives. The one time that that does happen, which they then jump on leverage scale, make huge amounts of income and huge amounts of impact is absolutely worth it. So that the thinking differently to person who is like, oh, it's gonna be so embarrassing when I feel so ashamed.

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Now alongside shaming ourselves is the fear of being shamed. And I, that this one is much harder to deal with than the former, because it is, we are intrinsically wired to want to be liked because when we're liked, we are safe, you know, back in caveman days, if somebody wasn't liked, you were out of the pack, you are very vulnerable. You were the person who's gonna be eaten by the saber tooth tiger because there's nobody on watch for you. And that being part of the pack is part of our DNA. And so I frequently speak to people who have always felt like the odd one out has never felt quite like, you know, one of the gang, I am one of those people. And at the same time, that does not remove the desire to have people like you. So, and in business, I think that that is amplified because we've decided that if we are really, really likeable, then we are going to make more money.

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Like it's a popularity contest. It isn't. But frequently we tell ourselves this story and don't get me wrong. It is important to be likeable, but I have seen for me, some of

the most repellent unlikable human beings be so successful because you will always find your pack. There is always a pack for every person. So you don't have to mould yourself into what you think is likeable. You get to be yourself and know that that's enough and that you will become the point of attraction. You are the point of attraction for people who resonate with who you be. It's when we start adding filters and pretending to be something that we are not that we run into problems, slight tangent, but important one. This does not take away from our real desire to be liked. Now there's one thing to feel like nobody sees you.

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Like it doesn't really matter whether I post on YouTube because it like, there's only like one or two people that are watching one of them my mum, you know, it doesn't matter whether I go live on Facebook live every day, because like literally three people, it's the same three people who are watching all of the time Suzy. But if one of those three people becomes a troll, then we are talking a whole different kettle of fish. If one of these three people decides that you are charging too much, or they don't like your top or that you've got crappy hair and decide to tell you that and decide to tell you that you are not worthy because of that. Or you are a bad person because of that. Or you should be act late in order to gain my approval. That, and, and the thought of that can be absolutely debilitating to so many entrepreneurs.

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Like the idea of somebody shaming me for who I be for the prices that I charge for the way that I run my business for not contributing enough for being greedy. All of those stories, we run in our minds, stop people from showing up, stop people from making the offers and stop the people on the other side, who are crying out for your particular brand of work. You stop them from accessing it. So what do we do about the fear of being shamed? And this is easy to say, not so easy to do, but the solution lies in the willingness to be in acceptance of the fact that some people will never understand what it is that you are doing or attempting to do because their journey, they're not at this stage in their journey. Or, and when I say that, I, again, I don't mean that from a hierarchy position.

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I mean that from a, they're just in a different place in the path. And if in a place where the idea of them asking for what it is that they want charging increasing, you know, asking for a salary, raise, changing partnership, travelling first class, doing whatever it is, if that is out of reach or they're dealing with their own shame

demons because of how they've been brought up and the fear of other people shaming them, then they're gonna project that on you. So are you going to take that to heart? Are you going to add another layer of story to theirs, or are you going to accept that the more visible you become, the more likely it is that somebody somewhere will feel some kind of way about what it is that you are saying, and they might choose to share that with you. Can you be okay with that?

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It's not easy. This is, and this is what I mean, it's a simple thing to say, but it's not an easy thing to embody, but acceptance is the real key. Like I get to accept that I am not going to be for everybody. And I set the intention that most people who I am not for don't even see my work. They don't even see my posts because I'm so far removed from what it is that they are interested in. It's like they have a blind spot. That's the intention that I set for the majority of people. And I also accept that once in a while, somebody might choose to share their unsolicited opinion about me and the work that I do. And I get to be okay with that because of all of the other people that I get to speak to on a daily basis, all of the other people that I get to inspire on a daily basis, all of the other people that get to do the deeper work with me on a daily basis, because I've made the offer.

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And they've said, yes, are you willing to accept that you cannot control other people's behaviour, but you can develop a set of resilient tools, which enable you to be in the place of acceptance, not judgement towards them and not judgement towards one's self. That is the ultimate place of power. And I believe that you should you choose it can absolutely access that. And if you are somebody that desires big impact, it's imperative that you decide that you are available for that. Otherwise you will keep yourself small just to avoid it. And we don't wanna play that game. Write my love. I am disappearing. I hope that you have loved this episode. And if you have do me a favour, tag me on Instagram, Suzy underscore Ashworth, and share this episode with a friend. I want to get it into as many earbuds as possible. And it all starts with, well, it starts with the episode and then you, so thank you so much for being here. I appreciate you so deeply. If you are interested in more of my tones, then come over to the Quantum Success Hub on telegram. That is my free telegram broadcast channel, where I share almost every day. So you can hear a little bit more from me about what is going on in real time. And in the meantime, please remember that.

Faith + Action = Miracles