

The Limitless Experience Podcast

Why I'm refusing to start from scratch ever again

Transcript:

Suzy ([00:01](#)):

I made the radical decision to take away the money target. Okay. That's gone. And the next radical decision was to be just super playful. And rather than thinking about 4 million, think about how quickly can we make a million, like come, like how quickly can we make a million? This feels really good and really expansive.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth, I'm a mom of three seven figure serial entrepreneur, hay house author, international keynote speaker, quantum transformation and embodiment coach 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. I am so happy to be back in your earbuds. How the devil are you my friend? I don't know when you are going to be listening to this. I don't know how close to the end of January, 2022. This is gonna be released or you are gonna be hearing it, but this is the point at which I am recording at today. We are almost at the end of January, we have just come off the back of an epic, an epic Quantum Shift, which is the new name for my annual or maybe biannual oh, live event. It was rocking and rolling. I've got so many lessons from that event that I wanna share with you. And I am the only reason why I'm not doing an event round up right now is that actually I would like to get to the end of the month.

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I would like to see where we finish up financially because this really plays into some of the key lessons that I know are going to be wildly valuable for you. So I am super excited to be diving into all of that. And because we are at the end of the month, I think that it would be super useful to share with you one of the biggest shifts that I am going to be playing with when it comes to my money and my money goals. So if you have been in my world for a little while, perhaps you even took part in how to set and achieve your dropping goals at the end of 2021,

this was it's the first goal setting workshop that I have ever done. I loved it because I essentially ripped up the rule book and really set intentions in a very different way to what I have done myself and taught myself in the past.

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And this is really because I knew that we were going into 22 with a really big vision and a big intention. And so whilst we don't have a set money goal in the same way that I normally set money goals. And the reason being is that the number feels too big for my tiny brain to really like get behind. When I speak about the number that we were originally planning to hit, which is 4 million for the year, my mind can't help, but go. But how, how, how, how, how, how, like even when I take into consideration that we didn't look launch as much as we could have done last year that I said no to things I could have said yes to that, I was really in healing mode, family mode. How can I be more present mode? And this year I feel excited, revved up and ready to go.

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So there's definitely room for expansion, but double like there's definitely room for expansion, but double the revenue. Like my brain doesn't compute that. And when I do my regular money mapping to look at how many clients, how many launches and all of that jazz, it just feels contracted. So I made the radical decision to take away the money target. Okay, that's gone. And the next radical decision was to be just super playful. And rather than thinking about 4 million, think about how quickly can we make a million, like come, like how quickly can we make a million? This feels really good and really expansive. Now the new thing that I want to share with you, which is helping with the expansion of my energy, with the way that I am engaging and looking at money this year is that I am no longer starting the beginning of the month at zero.

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And let me say this again, because this is really important. I am no longer starting the beginning of the month at zero. And I know that there is going to be at least one person who is listening to this, who goes, hallelujah, how do I know? Because I shared it with my clients and my clients went halle fricking lujah, because there is nothing more demoralising for most people than having a record month having an incredible month. And then on the first of the month, having to start again in exactly the same way as I was just saying, it felt contracting to be starting the 1st of January, 2022, saying to myself, how am I going to double my revenue? Which might look like doubling my clients, which might look like launching this many

times. Like, how can I do that without it feeling contracting so many people have amazing months.

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And then on the first it's like, oh, we've gotta do this all again now, but how can I do this all again? The reason that I had an amazing month last month is because I was launching and I'm not launching this month. The reason that I had an amazing month last night is I had three clients come out of the blue and they all paid in full. Like, that's not gonna happen again this month. So how am I gonna do it hands up if you've ever felt like that? Like I get it. And so what I'm doing this year is when I get to the end of January, rather than starting at zero on February, the first, my total for the year just becomes rolling. And this feels so expansive. It means that I can, you know, it means that potentially we start the 1st of February on 230,000 pounds, 260,000 pounds, 250,000 pounds, 220,000 pounds, like who knows, because I don't know where we're gonna land, but the idea of starting on, you know, multiple six figures plus versus zero, how much more expansive does that feel?

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And when I start at multiple six figures and I ask myself, how quickly can we make a million? All of a sudden that timeline no longer, the timeline also feels stretchy, even though we are not working with time in the traditional way and what I'm excited to be able to plant the seeds of with you is to be able to say, this is the system that I use to collapse time quicker than I've ever done with larger amounts of money than I have ever played with before. How fun is that conversation going to be to actually be able to come to the table and say, this is what we used to do in six months. And this is what we were able to do this year without a financial target, just playing the, how quickly can I make her, whatever it is and refusing to start from zero again.

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And what's really interesting is that the lessons that I am embodying when it comes to money are life lessons. I hear myself saying the same things to clients, and then something will come up in my money story. And I'm like, oh, that's just that thing over there that I've got over here. So a couple of weeks ago, I had two clients in very quick succession talking about starting from the beginning again in their business. And this is a conversation I'd had with one of my mentors, you know, months and months and months before about how it is impossible to start again. You know, I'm launching a new business in September, cannot wait, Infinite

Receiving yay. And the idea that I will be starting from scratch is ridiculous. Cause I've got nine years worth of experience under my belt when it comes to launching and building brands like I have nine years.

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So the idea that I can have to start from the beginning that I'm starting from scratch is just ridiculous. Every yes you've had every, no you've had every success, every failure, every launch, every piece of copy, every social media post, every life, all of that counts for experience. So you are always building on what you did before and why would I not think about my money in that way? Well, because I've been trained not to because it's just not what we do. We think, think about life in 30 day cycles. And when we get to the end of the 30 days, 31, 28, depending on what month of the year it is, we start again hell to the no, and the reason that that's hell to the no is because I don't want to do life in the way that most people do life. I don't want to have a relationship with money in the same way that most people have a relationship with money.

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And if I wanna do things differently, then I have to do things differently. If I want to get extraordinary results, then I have to look at money and wealth creation from an extraordinary lens. And this is my invitation to you for anybody who listens to this, who's feeling stuck. I want you to just start to identify the stories that tell you that you are limited because ultimately this is the game that I'm gonna be playing all year. I am gonna be sharing everything and anything that comes up around this because the game is to just see where I am limiting myself and then reframe the limitation. You know, I have a mentor that talks about removing the frequency rate limiters. And what she is talking about is essentially removing any type of friction contraction or shadow that you hold in relation to your ability to receive, your ability to co-create with the universe when it comes to your money, honey.

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And so where I am in my journey, these things are not necessarily wildly obvious. These things that I am noticing, the friction or the contraction is not something that I would immediately be like, oh, I've got a limiting belief about this. I've got a limiting belief about that. I think negatively about these things, because I done a lot of the more obvious work now where I'm at is catching the opportunities for micro refinements. And this starting from zero is not something that was wildly on my mind or kept me up at night. Just what I brought my attention to, how it feels to continue building rather than starting from the beginning. It just completely

made sense. So my gorgeous human being, I am going to leave you with this today. I hope that you have found this interesting, insightful. I hope that it planted a seed for you, and I would love to hear your thoughts.

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So please come and hit me up over on Instagram. You know, I love it. When you tag me in your stories saying that you have been listening along or come and share with me over in my new telegram group, and you can find that it is a public channel and it's called the Quantum Success Hub. So I'm over there or hit me up on the gram, please share your thoughts. The wealth, share this episode with somebody who you think might benefit from it. And I look forward to hanging out with you next time.

Faith + Action = Miracles.