

## The Limitless Experience Podcast

Convo with Clare Wood

Transcript

Clare Wood ([00:03](#)):

And I think that if you are building relationships authentically, whether it's with potential clients or peers in masterminds, then you can't go wrong because you're not faking it. It's not insincere. It's not sleazy or slimy. It's like, do we connect? And people often say to me, how are you hanging out with that person? I'm like, we just clicked.

Suzy Ashworth ([00:32](#)):

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 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. Hello? Hello. Hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast.

Suzy Ashworth ([01:29](#)):

And I'm excited. We're doing something today that we haven't done for a little while we have a guest and this isn't just any old guest. This is one of my star private clients. The incredible Clare Wood. Clare.

Suzy Ashworth ([01:54](#)):

Say hello and introduce your good, bad self.

Clare Wood ([01:58](#)):

Hey, well, I love that intro. Thank you so much, Suzy. And yes, it's such an honour to be a private coaching client of yours. I can't wait to share a little

bit about the story of how we came to work together, but as you can hear, I'm an Australian and I am a money mentor. So I help people to break through their money stories and to make more money in their business, basically through both money, mindset work, but I'm also an accountant by trade. So also through the money management side of money,

Suzy Ashworth ([02:24](#)):

Let's go right back to the beginning. I'd love to know a little bit about your upbringing and those kind I'm wondering if there were any signs that you were going to be doing what you are doing now, like right back in the day.

Clare Wood ([02:40](#)):

Yeah. And this is actually a really interesting conversation to have because a lot of times in life, we think that things are playing out a certain way. Why is this not happening? Why are things not coming together? The way that they would? So I knew from quite early on that I was meant to be an entrepreneur, but I didn't do it because my dad is an accountant. My parents, you know, I was a straight A student at school. They're like, you need to go to university and go a great job. And of course with the dad, who's an accountant. What do you think? I studied accounting. Yeah. Went on to become a good accountant as they are. And the whole time I had this inner knowing that I was meant for something more. And I even remember at my ten year high school reunion, you know, I saw one of my maths teachers.

Clare Wood ([03:24](#)):

I was great at maths at school. And she came up to me and she said, what are you doing? I said, I'm an accountant. She said, huh? And she said, I always thought you were gonna do something special with your life. And this is not, this is not to knock accountants. I am. If you're an accountant, you're listening. I'm so not having a go at you, but when she said it, it really struck a chord with me. Obviously I can remember all these years later. And the reason is because I knew and I had this in that moment. I was like, I know this is not, I'm not meant to be an accountant working for the public service. And it, even after having that knowing moment, even after so

many times of being called to do something different, I just never had the courage to do it. And ironically, oh, sorry, you go,

Suzy Ashworth ([04:03](#)):

No, you go,

Clare Wood ([04:06](#)):

Ironically, the time when I took the leap was when I had just had my first child and my husband had just started his business when I was seven months pregnant. And then a few months later I took the leap of all of the time when I was single, when I had money to burn, I had all of these excuses, fear, everything. And then probably at the time of my life, when we were the most financially vulnerable and probably emotionally vulnerable as well was the time when it kind of happened. And honestly I have never ever looked back, but that the long winded way of me sharing this is that I'm so glad that I was an accountant for so long because it plays into my work so well. And Suzy, you know, I know your background, plays into your work as well. Some of the work that we've done together and it's like, you sort of have to have gone through that experience to then know, you know, a lot of the, the skills that I have around money have come from all my is working in accounting. Yeah.

Suzy Ashworth ([05:03](#)):

There's a, there's a lot here that I want to, um, kind of pick up on. But that piece I think is really important because we spend a lot of time when I say we, I mean, people spend a lot of time critiquing themselves and wishing they had done things on different timelines. And I think that when we think like that, it makes us feel bad about ourselves. Like that sense of regret. I wish I'd done this. I wish I'd done that. And from that place of regret, it's really difficult to then create what you wanna create, which underneath everything for everyone is really that sense of peace, love, and happiness. It's difficult to do that when you are living from a place of regret, right?

Clare Wood ([05:55](#)):

Oh, a hundred percent. And sometimes the things that you are going through, uh, well, not sometimes I believe all of the time they're leading you to something. And even if in the moment you can't understand and you're like, why the hell has this happened? And I can share some stories about failed launches of mine. And at the time I was like, this is so embarrassing. Why am I going through this? And now I can look by back in hindsight, say, wow, it's made me such a better coach. Imagine I'd never, ever had a bad launch in my life. Now I can empathize on such a deep level with my clients. I couldn't see that in the time. All I could see was my ego, my, my value that was in front of me. And, um, yeah. And when you later look back and reflect you go, ah, that's why that happened. I learned a really powerful lesson there. Yeah.

Suzy Ashworth ([06:42](#)):

How did your parents respond to you deciding that you were gonna set up your business when, uh, after you'd had your first child?

Clare Wood ([06:50](#)):

Oh, they thought I was crazy. Um, I mean, I remember my mom, even several years into business, you know, um, true. Truthfully, I've gone through a lot of cash flow, challenging times myself. And when, you know, I've spoken to my mum about it, she's like, go and get a job, go and get a job, go and get a safe job. You can go and earn six figures a year. You know, I was earning that for many, many years before I started my business. And there were, there was no part of me that was like, yeah, that's a good, great idea. I was like, no, this is my purpose. This is what I meant to be doing. So my parents were still saying, be safe, go back to where it's safe, do what's safe. And it took a lot of courage to say, no, I'm on my path and nothing's gonna stop me. And you know, now that I've started to have some, some real growth in my business, my mom's even said to me, she I've started listening to your podcast. So I need to be careful what I say about my mom on my podcast now.

Suzy Ashworth ([07:45](#)):

Yeah. Do you think that you were able to let go of the desire to be the good girl because you came, became a mother?

Clare Wood ([07:54](#)):

I'm not even really sure whether it was a conscious decision. If I'm honest, I feel I was, I was, I was pushed. I, I got made redundant while I was on maternity leave. And that was the thing that allowed me to take that first step. But once I'd taken it, I just didn't wanna let leap back. Yeah. So once that, that first step is the scariest really isn't it. Yeah. And then once you've taken that, that very first step, then it's just really, yeah. Having the, or, you know, the tenacity to just keep on going

Suzy Ashworth ([08:24](#)):

Coaching is a relatively new industry. So I'm curious when you talk about the fact that you had the nudge, that you thought that you were going to be an entrepreneur from a young age, did you have an idea of what you thought you were going to be doing or was it just, I don't think that I fit into that box of a nine to five.

Clare Wood ([08:45](#)):

I had no idea. I had no idea what I was meant to do. Um, I knew that I didn't fit into a box. I never really have been able to hold down a, a corporate job for that long, which is weird because I'm smarter. And I was always good at my job, but I just, it just never sat with me. And I remember that I would meet people, doing all kinds of things. I met a lady once who ran a toy store and I said, tell me about it. Where do you buy the toys from? How can I do this? She's like, oh, love, there's no money in this. Um, but I was always searching for something. And I'm, I'm so proud of me for, for finally taking the leap and doing it.

Suzy Ashworth ([09:22](#)):

So obviously getting pregnant and having your first child was a pivotal moment for you. I'm curious about any other pivotal moments before becoming a mother that really stick out to you as this, this meant something that, again, I didn't realize at the time, but now really feeds into who I am as an individual. Does anything stick out for you?

Clare Wood ([09:45](#)):

I know it's not really business related, but it really struck me the relationship front. Um, I spent many years single before I met my husband and I was always like, why haven't I met someone what's wrong with me? Am I, am I ever gonna meet someone? And it's, it's so funny because you know, my hub and I joked that if we'd met younger, we would've had more kids, but we also say if we'd met younger, we would never have gotten together because we were two very, very different people in different chapters, in our, and um, again, a lot of the, a lot of the, challenges that I went through in being single and some of my early relationships have really taught me to lean into this marriage in a way that I never could have done. If I had had one boyfriend met him, I don't think I ever would've appreciated how lucky I was if I hadn't gone on through all of the other relationships and experiences that I had up to that point. And I do find myself really appreciating my relationship a hell of a lot more as a result of it. So that's another example of something where I think at the time I was like, why is this happening, why is it taking so long to meet him? And then now that I have, I'm like, ah, that makes sense. In hindsight,

Suzy Ashworth ([10:57](#)):

You have spoken to me before about business being like dating and it made me laugh. Can you share your thoughts on that?

Clare Wood ([11:07](#)):

Uh, I just think there are so many parallels and maybe it's because I spent so many years being single, but, um, I often joke around it with my clients and I use examples all the time. And I, you know, for an example, it's just sprung straight to mine is like hiring staff. And sometimes a client of mine will hire a new team member. And they're like, it was a disaster I'm never hiring again. Or they might hire two or they might hire three. And I'm like, if you went on three different dates and then said, I'm never going to date anyone ever again, I will, relationship's not for me. And they're like, that's different. I'm like, it's kind of not, it's, it's actually quite, it's similar. Sometimes you've gotta kiss a lot of toads before you find a prince. So that's one example that Springs to mind, but I seem to find parallels all the time. I

Suzy Ashworth ([11:54](#)):

Think being in business, and this is why being in partnership in business is I think almost harder than an intimate relationship because you don't get any of the benefits that you get with an intimate relationship, but the actual relationship that you have with your business, like when you set your business up, I think most people, I mean, some people build it with the idea that they're gonna exit at some point, but most of the people that I work with, they are looking to build legacy and that, you know, when they set, set up their limited company for the first time, it feels like this is we're committing, this is a lifelong, union that, you know, that is the aim and all of the ups and downs and the ins and outs that very much does feel like a relationship. Like it can be really, really tough and it can be so, so beautiful and sublime, and you can feel like the luckiest person in the world. I'm curious. And I I'm wanna invite you back to the beginning of you starting your business. And I'm wondering what was one of the most challenging things that you had to deal with in those early days?

Clare Wood ([13:17](#)):

In the early days? I was, I was pretty lucky to be honest that in the early days I, I got clients pretty quickly. My business actually grew to \$5,000 months relatively quickly. So those early days, uh, gave me, I don't know if it's a false sense of false sense of security, but then when I started to, I decided that I was ready to start to scale. Honestly, launching was horrific. I think I was probably still reeling from some of the, um, the trauma from my failed launches when we started working together, Suzy. But for me, it just feels so, so personal. When you put so much of your heart and soul and energy out into the world, you feel like you serve with every ounce of yourself. And then when people don't buy, it feels so personal. And you think, why do you know, like what have I not done?

Clare Wood ([14:13](#)):

Why have I not done enough? Um, could I have done differently? Hey, here's another comparison again, to relationships, right? What could I possibly have done more? And I think for me, that's been, the hardest time I've had in, in business is going through the emotions associated with, you know, failure. And it's felt so much more personal than, you know, in a job if you

leave a job or, you know, like when I got made redundant, that didn't feel personal to me. I was like, oh, whenever I get another job, this to me is like, this is my, my purpose. This is part of me. And I, it feels so personal when you get rejected.

Suzy Ashworth ([14:52](#)):

Do you still feel that level of hurt or pain when somebody says no,

Clare Wood ([14:58](#)):

No I don't. No.

Suzy Ashworth ([15:00](#)):

And what shifted?

Clare Wood ([15:02](#)):

I think a lot of the work that you and I have been doing together, but also a lot of the work that I've been doing on myself even before then is really knowing that you are not your income for a month. You are not your result of a launch. You are not whether I private coaching clients on, on with you or not. And, and, you know, I remember in our early days, one of the things that you said to me is I really wanna focus on you loving you more. And the more that I step my confidence, my knowing, knowing my worth, then any one client, any one launch can't take that away. They can't take it away because, you know, I know that the work that I do is life changing. So the other thing that I think has really helped me from a practical perspective is also not having everything hinged on one. So, you know, when everyone's like, it's this launch, oh, I'm gone, I'm out of business. And I'm like, whoa, the energy of that is gross.

Suzy Ashworth ([16:02](#)):

Yeah,

Clare Wood ([16:02](#)):

It's gross. So that's something else that I think really helps is, is having, uh, you know, multiple income streams being able to go, okay, cool. Well, I'll



bring on an extra private coaching client or I launch something else. And having that confidence in knowing that there are other strategies that you can implement, if the one big thing yeah, doesn't go to plan.

Suzy Ashworth ([16:20](#)):

It's so interesting. This, because for the last, I would say year and a half, at least in, my kind of group coaching container, the focus is always has not like one key, um, one key service and then kind of one minor one, which you're selling all of the time, but there is such power and freedom. It creates so much more spaciousness. If you can just kind of whip out an offer that is not going to be really labor intensive, something that you don't have to do masses worth of the prep for, to just break the seal. Like if you've had a launch that hasn't gone well, just having that one person say yes, all of a sudden it's like, okay, we're back on, we're back in the saddle. Let's go again. And I think that when you get to, you know, where you are in business, multiple six figures and beyond people think that we don't deal, we don't have to deal with failure. We don't have to deal with things not going to plan anymore. And it's just not true. I think what is true is that when things don't go to plan, there's always a plan B, there's always something else that you can whip out and focus your attention on that is what creates the momentum, the growth, and the continued ability to receive. That's that's huge. I'm curious, you said that you kind of got off the ground very easily. Um, when you first started, what was the things that you did that immediately attracted clients?

Clare Wood ([17:58](#)):

So I started a networking group in my hometown. So a face to face networking group. And it's so powerful. If you were in your early stages of running a coaching business, you skip most of the, the marketing funnel that people normally need to go through. When they see you online, if someone sees you on Instagram, they sort of follow you and then they might listen to your podcast or listen to your content. Someone meets you in person. They're like, wow, that person is amazing. And I know that happened with you with me, Suzy. Um, I had you as a guest on my podcast and I was just like, I have to work with her when you are in someone's one to one energy. Yeah. You, you basically just go from not knowing someone

to having a really strong sense of what they're worth their power and, um, how the two of you can connect with each other. And so, because I was running these networking events, um, I didn't have huge numbers of them to be clear. There was maybe, you know, like 10 to 15 people coming along. One of the very first things I did too, I hired a coach before I even had my first client. So I hired a coach paying him a thousand dollars a month before I even had any clients at all. And he taught me how to sell.

Suzy Ashworth ([19:08](#)):

That's interesting. Why did you, like, how did you know that you needed to hire a coach?

Clare Wood ([19:14](#)):

I just saw his content and I thought I'm gonna work with that guy. It just happened really, really quickly. I told my husband, um, I told my husband, I had a conversation with my husband and said, this is what I wanna do. And, um, yeah, out working with this coach, he said, right, you need to get a sale. And he was very, very strong at sales, which was one, one of the most. And Suzy, I know you teach this a lot, but sales is one of the, the most powerful skills you can have as a, as a business owner. And I said, no, he's, he's like, right, you're gonna go sign your first client. They're gonna pay you a thousand dollars a month. I said, no, one's gonna pay me a thousand dollars a month. I don't even have any client. I don't have any experience.

Clare Wood ([19:51](#)):

And he's like, your first client is a thousand dollars a month. I said, no, one's gonna pay me a thousand. And he goes, you're paying me a thousand. I was like, I am. And that kind of just, and I got off the phone of that first discovery call that I had and I rang him. I went, she said, yes. And I do again to your point, like breaking the seal. Like when I had someone who said, who validated to me, you're worth a thousand dollars a month, I was then like every sales call. I'm like, I've got a client. Who's paying me this. So yeah. How can I not go into my next conversation with that confidence? So through the power of these networking events, I was just having these one-on-one connections. I was speaking people getting to know me and, um, were like, I wanna work with you. What does that look like? And I'd have

a conversation, Hey, here's what it looks like. And so, um, yeah, I found my first couple of clients through, through a networking event. It's something I would highly, highly recommend to people. I know it's been a bit hard the last couple of years. Um, but if, if you can create a group where people are in your energy and particularly in person energy, it's, it's transformational in terms of building relationships.

Suzy Ashworth ([20:53](#)):

I think that it that's the magic word relationships. I was talking about this yesterday with one of my mentors. Um, cuz sometimes I can be a little bit like protective of energy when it comes to relationship building online with peers, I'm a bit, I've made up a couple of stories around. I'm not very good, like with the whole schmoozing and this and that. But the thing that I love is masterminds and I love retreats. And so I always make sure that I'm in at least one, usually two or three masterminds and I'm going away at high level retreats so that I can have, so I can make genuine connections with people that I'm really getting to know them. And they're getting to know me rather than feeling like I need to do the thing online, which I just don't feel is often that authentic. And I have made some of the most beautiful connections and formed really amazing relationships with people that I've met in person. So I really agree that it's having that face to face contact, whether it's peers or whether it's potential. Clients is very, very powerful.

Clare Wood ([22:12](#)):

Oh a hundred percent. And something you said just then, sorry is, um, about authenticity. And I think that people think that, you know, networking or going joining a mastermind for the sake of building relationships is sleazy. But if you do it in a really genuine, authentic way, if I do not, if someone's energy does not connect with me, no matter how powerful successful they are, I might, it this is not a fit here. This is not an energetic match here. And I think that if you are building relationships authentically, whether it's with potential clients or peers in mastermind, then you can't go wrong because you're not faking it. It's not insincere. It's not sleazy or slimy. It's like, do we connect? And people often say to me, how, how are you hanging out with a person I'm like, we just clicked. And then there's other people that we just don't click and that's okay. And I don't wanna be

working with any clients that I don't own vibe with. And um, I'm sure, you know, if anyone has ever had a disaster client, it's so not worth it, unless you do really have that click on each other. Yeah.

Suzy Ashworth ([23:20](#)):

And you know, what's interesting about that is that usually the disaster clients happen in the beginning because people are in that space of I'm desperate for a client. Like I need to get that first yes. So I need to get that next yes. Otherwise I'm not gonna be able to pay for my coach. I'm not gonna be able to pay my bills or, or there's a need. And you get presented with somebody who isn't quite right, but you convince yourself that you're gonna be able to make it work. I have made that mistake more times than what I genuinely care to admit, but I have definitely made that mistake before. And it is the worst thing that you can do cuz it knocks your confidence. It actually frequently blocks you from attracting anybody else because you're making up a story that you only get nightmare clients and it doesn't help their growth because you're not the right coach for them.

Suzy Ashworth ([24:14](#)):

So please, for the love of all things, good do not do that. I would love to talk to you about the, a mindset piece because obviously coming from an accountancy background, very logical spreadsheets, like everything is linear now with the mindset piece, obviously we are talking about frequently manifestation and co-creation and those worlds, even though it kind of makes sense, like money mindset and um, having an accountancy background, they're also, they also feel to me like quite opposite ends of the spectrum. So I'm interested in like how did you start to get into the mindset piece, learning the vocabulary that comes with the more woo side of what it is that you do?

Clare Wood ([25:11](#)):

Yeah. Uh, so in my early days of business, I guess I was more of a business consultant. I certainly was not into mindset. I was very accounting driven. I was looking at people's profit and loss. I was telling them to cut their expenses resourcefully and buckle down and be sensible. Um, and then one of my girlfriends said to me, I'm, I'm doing this course with this, this

lady. I think you should follow her. Her name is Denise duffel, Thomas. Mm. And Denise is obviously how I found you. I saw she shared on her page that you'd made a million pounds in a year, way back when, and that's when I came over and followed you and connected with you. Um, so I did Denise's course money bootcamp, and it completely blew my mind, changed my mind, changed everything about the way that I perceived money. And that was the turning point for me. And I remember when I first signed up for bootcamp, I think it was a couple of thousand dollars. I did not have a couple of thousand dollars in the bank. And then at the last minute she announced a payment plan and I think the first payment was \$200. And I looked in my bank account and that something, one of my debits had bounced and \$200 was sitting in there. Right,

Suzy Ashworth ([26:29](#)):

Right.

Clare Wood ([26:30](#)):

I was like, it was 11 o'clock at night before do the, the, um, the cart was closing and I was like, that's a sign. So I put down the \$200 going, I have no freaking idea. I'm gonna pay off the rest of this course. And um, by the time I'd, you know, by the, by the end of the payment, I mean the payments, my income grew so quickly as a result of doing this work. I didn't even notice the payments by the end. I was like, that's chicken feed. And, um, it was just incredible witnessing how quickly my thinking changed. And I guess what I've sort of done on is then created a hybrid of my traditional accounting thinking and practicalities around money management and things along with money, mindset, concepts. And that's sort of what my coaching's become is, you know, somewhere in the middle of the two and how I've actually been able to reconcile and marry the two together.

Suzy Ashworth ([27:20](#)):

What was your biggest money mindset block that you didn't even realise that you had?

Clare Wood ([27:26](#)):

It would definitely be around my potential around my unlimited potential. And to be honest, it's work, that's still ongoing. It's still ongoing. Uh, you know, and the ways that, of course that shows up is, is not increasing your price is not having the confidence to, to market yourself. Um, and yeah, really limiting what the potential is for you. Because I, I remember something that I used to do in early days was I'd put, um, people up on a pedestal as well. I'd put, you know, someone like Denise and I'd be like, oh, look at how comp she is. And I'll never be like that. And, um, and then as time goes on, you sort of go, oh, I can do, if she can do that, I can do that. And starting to actually, um, use other people's success and say, well, actually, if they can do it, I can do it.

Suzy Ashworth ([28:19](#)):

Yeah. A thousand percent. And what I know to be true is that you've not only applied this to your money, but also other areas of your life. And you had the most exquisite manifestation just before Christmas. Do we wanna share on that?

Clare Wood ([28:39](#)):

Yeah. I, I might even go back a little bit if that's okay. When we first started working together, I had said to you, I wanna make a million dollars. I wanna have a hundred thousand dollars month. And, and sitting on it, I was like, what do I really want? What do I really want? And the big thing that I was wanting to create was a house. I wanted to move to the beach and I wanted to have a house on the water. And I mean, I can't, you and I have spoken about the house, the house, the house again and again, right, I want the house, I want the house on the water. Why is the house not happening? And, um, very Christmas, I just bought a house on a canal, literally walking distance to a beach. It is mm. Weirdly on the very street.

Clare Wood ([29:29](#)):

So Earl, uh, about 12 months ago, I very, very nearly bought a house. Um, it would, it would, would've been a, a investment property only. There was no way the banks were gonna give us the money to actually move into the house. Um, and I remember at the time when it, we lost it, it was absolutely heartbreaking. That was another one of those moments where it's like, why

is this happening? Why we're so close? And you know, my husband and I used to sing the name of the street to each other. Like, we're gonna live there. We're gonna live. That's our street, that's our street. We drive down this street again and again and again, and the house that we've ended up buying, which we can live in. Cause our financial situation has changed enough that we were able to get the money to actually have it as a live-in property is four houses down from that ferry house.

Suzy Ashworth ([30:18](#)):

This is, I mean, this is quite an extra ordinary story and you skated over it a little bit. We did talk about the buying of the house, of houses like you searched and searched and searched for a really, really long time. And there were houses that you put offers in on. There were, it felt like there were lots of almost, this is the one almost, this is the one and then you'd get outbid or then you would lose it or then something. And that was not a pleasant experience. A lot of that. And I'm curious, what were the things that you had to you pull on in order to move through the stress? Because there was a very specific turning point in the search for the house that happened before you ended up getting the house. And I'm just, I think, again, with business frequently, we see people who end up getting their nickers in a real twist and believing that it's never going to happen. And I don't know how frequently it happens. I mean, not on my watch, but you have a lot of people who are like, this is it. It's just not gonna happen for me. I'm I out? And so I remember feeling like, whoa, this, this feels intense during that search. Can you talk a little bit about that?

Clare Wood ([31:53](#)):

You know it's a bit funny is that I'd forgotten about a lot of that. You mention it, you know, the pain when you're in it like child, like when in it, it feels like the most enormous suffocating thing. And then you look back and go, oh yeah, I went through that. Yeah. Well, not that it was, I do remember the pain. I do remember the pain, but it's funny that when you get to the other side of it that you, you know, it's sort of, it's like, oh yeah, I did go through a bit to get here. So yeah. Talking about the time that going through, trying to find this house, I mean, to your point, it was awful. It was really, really traumatic to nearly get there and then have it taken away to nearly get

there again, have it taken away to put an offer in and someone outbids you, um, you know, even the first house, the first time that we very nearly bought a house on this street to get to that point where we had a signed contract and then our finance fell over.

Clare Wood ([32:52](#)):

I mean, talk about gut wrenching. Yeah. Um, how did I break through it? It really, it was the work that we were doing together at the time. Suzy because I remember that you had said to me, the reason you don't have the house is cause you're not in energetic alignment with house because if you were, you'd have the house. Right. And you said in, and you said it in a very way, you didn't like that. You said in a really beautiful way. And you said, how does that sit with you? And I said, you're totally right. I'm not like something on some level consciously. I want it. But obviously I'm not because I'm not ready for it. And it was almost like that process of me saying, you're right. I'm not ready for it. I need to, there's more work I need to do. It was almost like that. That was the turning point. That release as soon as I was like, I'm not so attached to it. I'm not defined. I'm not quite ready for it yet. And I'm, I'm willing and patient because I know that it is destined for me. It was almost like that shift. I remember it happened in like a week. Do you remember? I was like, I was talking to you and then the next week I'm like, the house is happening. I dunno what it is. I dunno what shifted, but

Suzy Ashworth ([34:10](#)):

I remember I remember a piece of this, this wasn't all of it, but a piece of it, there was a sense of responsibility. It was like, I'm gonna have to take on, on a massive mortgage and this wasn't the house that you ended up getting, but I'm gonna have to take on a massive mortgage. And this, that feels heavy. And that was a piece of the energetic misalignment, because why would anybody wanna take on extra stress? Why would anybody take on anything that is going to feel super heavy? And so part of the shift was recognizing that you get to grow and expand in alignment with whatever commitment that you make and that it gets to feel beautiful. It gets to feel rich. You get to be abundant. The business supports you, you are fully supported in everything that you do and everything that you choose, but



you had to get into alignment with that knowing and that remembering before it was even an option.

Clare Wood ([35:16](#)):

Yeah. And it's, it's a really hard thing to do once you make that shift. And once you have that leap, I remember saying to a friend of mine on the weekend, I said, I have zero doubts about my capability to pay the mortgage. And I'm like, isn't it crazy that less than a year ago, it was like six months ago. I was like, Ugh, mortgage, terrifying. You know, it, it was so scary and overwhelming and now I'm like, it literally seems laughable what a bank would think. I can't pay this off. Of course we can't. We are gonna make the mortgage repayments. It's it's ours. It's done.

Suzy Ashworth ([35:52](#)):

The stories that we tell ourselves are powerful are so, so powerful. And I think that this is for anybody, whether it's life or business, where you are feeling stuck, find the story where you are feeling stuck, find the fear. What are you making it mean if you have to, if you get what it is that you want, or you actually need to take the steps required and you find yourself not taking the steps, what are the stories you're telling yourself about how it's going to hurt you or how it's gonna hurt the people that you love, or how it's gonna hurt your family, your business, whatever it is, what are the stories, find those stories. And that's the first step in creating spaciousness around what it is that you need to do, like creating spaciousness around the steps so that you can breathe into it. You can expand into it. And with you once the light was shown on that energetic misalignment piece, you're right. It just, it was so quick.

Clare Wood ([37:05](#)):

So it's crazy. So, so quick. And I've experienced it again this week where I went through a real stage of feeling overwhelmed and really stuck and then having a shift and it's like, wow, isn't it crazy how quickly a change can happen when you are open to it. And I think it's really important that, you know, I'm a, a mindset coach and I share this all the time. Like these stories don't go away. And I, Suzy, I know even for you that they just change, right. And the stories that the years that come up, they, they just change. It's not

that they go away at all. And at every new level I find myself having to and pick more and more stories and fears and frustrations and all of those things that you are feeling in earlier stages of business too.

Suzy Ashworth ([37:55](#)):

Yeah. A thousand percent, you know, I've talked recently on the podcast about the sense of scarcity that I sometimes feel, and I've never been more financially stable in my life. I never imagined having the level of financial freedom and stability that I have now. I never thought that that would be part of my reality. And I still have scarcity vibes and I don't want out to depress anybody. The, the way that I navigate that is noticing how quickly I can notice it. And I think that, that's the thing that stops people. And this is the reason why, in my opinion, we should all have coaches because it's your coach frequently. That will spot the blind spot. It's really difficult for you to see your own blind spots, but it's much easier if you get a good coach, it's much easier for them to see it or ask the questions that are going to open up to seeing it yourself. Even if they don't quite know what it is. You can get someone to ask you the questions you'll find it. And how quickly can you find it will determine how quickly you can move through it.

Clare Wood ([39:08](#)):

Agree. Yeah.

Suzy Ashworth ([39:09](#)):

So, uh, what are you most excited about moving forward?

Clare Wood ([39:18](#)):

I'm most excited about stepping into my next income level and what that then means. And you and I have spoken about this a lot, but as a coach, your own success has massive ripple effect onto people around you. And I know in the time that we've worked together, me witnessing your growth has been so inspiring to me, which then in turn flows through to all of my clients, which then in turn flows through to family members of theirs, you know, I've got people in my mastermind who are saying, my husband, you know, had a really great chat about money with me. And he was saying,

you know, you can do anything. And I guess that's what really excites me about earning more and about, uh, stepping into the next level is it's like, and I know you said this all the time, but like those ripples, you know, you think everything that you do then has a knock on effect to people around you and changing lives of people around you and creating more, more money in the world and creating more, um, freedom for other people. And also, you know, allowing people to be able to give at a greater level than they ever imagine possible. And that excites me.

Suzy Ashworth ([40:34](#)):

Yeah. It's the impact piece.

Clare Wood ([40:37](#)):

Yeah. And it's sometimes easy to lose sight of that. I think sometimes we can get so hung up on how much money am I, you know, am I at the, this income level and forgetting the forgetting what ultimately it's, it's all about. So, um, I love that you always bring me back to back to that. What's the why, why, you know, what does, what does it all represent?

Suzy Ashworth ([40:59](#)):

It's really interesting because I think that for heart centered entrepreneurs, it is sometimes easier to, to make those moves and to have those leaps when it's deeply connected to the impact piece. It's almost like when you, if for many heart centered entrepreneurs, they don't want it to be about them. It almost feels a bit dirty if it's about them. It's like, I don't wanna be that greedy person, you know, and that blocks them. So having the connection to the impact piece is almost like the permission slip. Okay. So you wanna do it. You wanna go big, like, why are you doing it? But for me, I genuinely think it's, it's about both. It's about knowing that you have a skillset that is in the words of Amanda Francis worthy of the highest compensation. Like it's knowing that you have that your inherent worth cannot.

Suzy Ashworth ([42:06](#)):

We can't put a price on it. Like you are a miracle. You are incredible. Nobody can pay you enough for who you are, but what you do and your skillset like that is worthy of the highest compensation. So it's knowing that. And then knowing that when you are operating at your highest service level, you have the capacity to create a tidal wave. You know, the, like the ripple effects, just keep on growing when you are standing in your power. So for me, it's, that's both sides of scale. The Libra coming out in these, both sides of the scale are really, really important. And yeah, I'm excited for you, you to step even more fully into that for 2022, too.

Clare Wood ([43:05](#)):

I love it.

Suzy Ashworth ([43:06](#)):

I love it. Um, so this has been, uh, this has been a joy. Talk to me, tell us, where can we find out more about it? Is that you, do you have the profit academy? I wanna say I was gonna say the profit accelerator academy, but it was a profit academy, right?

Clare Wood ([43:22](#)):

I've got the profit academy, which has the accelerator program in it, which is launching this year. And, um, if you did wanna find out more, probably my podcast is the best place to go. I've had the lovely Suzy as a guest on my podcast. So you can start with that episode. Um, I very creatively called my podcast, the Clare wood podcast. I'm a creative genius, I'm a creative genius. Um, so that's a podcast where I chat a lot about money, about mindset and about money management as well. And you can also come say hi to me on Instagram. I'm on the Graham quite a bit. So at @Clare\_Wood\_Coach

Suzy Ashworth ([44:02](#)):

I have to say one of my most favorite things on Instagram are your cook with Clare story. When are we gonna get another cook with Claire? They're just the,

Clare Wood ([44:14](#)):

Just so you have some context, I'm a terrible cook. Like I, I, before I met my husband, I lived on tin tuna and frozen vegetables. And, um, it's fair to say it was fair bit slimmer back then, cause he's a fantastic cook. And so I decided I've always had this dream to start a cooking show where I teach people how to cook real food, that actual people are gonna cook. Cause I'm like Jamie Oliver is cooking all this fancy stuff. And I'm like, what are things that people actually gonna eat for dinner? So one of the things that I've made on cooking with Clare is bake beans on, on toast.

Clare Wood ([44:50](#)):

I've shared my secret for making two minute noodles. Um, and um, yeah, it was a huge hit people could really resonate and um, I definitely do need to bring back cooking with Clare.

Suzy Ashworth ([45:02](#)):

I think it's the level of instruction that is really just next level for me. It's really like, it's just very, very intentional. It's very well thought out. Like even I could make beans on toast after watching that episode. So

Clare Wood ([45:18](#)):

I know, I have to be really super specific about things like, you know, you put two minutes on the microwave when you're cooking, just to be clear because people like me, this is where we go wrong. I wanted to help anyone out there who doesn't have the cooking flare to really be able to, um, to step in and create, um, you know, masterpiece like I do.

Suzy Ashworth ([45:43](#)):

I think the other thing that I just need to comment on before we close up is the fact that you referenced Jamie Oliver is like best Bo we'll Chuck the spaghetti in here. We'll Chuck the meatballs in there and Bob's your uncle, there's it done? Oh, I'm like when Jamie Oliver of them is the reference for fancy cooking. We know that what we are about to get on cooking with Clare is gonna be special.

Clare Wood ([46:10](#)):

Oh, you've just, you've just reminded me the, I haven't shared my recipe yet for tomato sauce on tin tuna. So I'll have to share that one next.

Suzy Ashworth ([46:22](#)):

I'm looking forward to it. Right? You are amazing. Thank you so much for coming on today and yeah, go and check Clare out. If you enjoy with this episode, tag us, let us know, share us on the gram and I will be in your earbuds next time.

Faith + Action = Miracles