

The Limitless Experience Podcast

My number 1 tip for making (multiple) 5 and 6 figures a month

Transcript

Suzy:

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Hello, you gorgeous human being this episode of the Limitless Life Experience podcast is being brought to you by the one, the only very exciting legacy program called Magnetic. Magnetic is special to me because it's the first program that I have written about messaging in-depth, since Message Mastery, which I am finally going to be retiring. When I first started out in business coaching, I knew that the two most important things that people needed to get their heads around in order to create a breakthrough in their business, one was their mindset. The second piece was messaging. And for whatever reason, I was bloody good at messaging right from the get-go. And for many years, I taught the same process when it comes to attracting new dreamboat clients. And then 2020 happened, 2020 was the year that I crossed seven figures. And what I realized was that there was a shift in the way that I spoke to people.

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And I decided in 2022, finally, that I wanted to share those shifts. The world has changed. Audience have changed. The way that I message has changed and those upgrades and the evolution that the world has experienced has put me in a position where I now earn multiple millions of pounds every single year. And Magnetic is the program where I want to share all of those secrets with you. So, if you are interested in playing with us in this space, then you need to go to www.suzyashworth.com/joinmagnetic. And I will see you on the other side.

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These are the things that are that work when it comes to magnetising people into your audience. But the people that really flourish, the people that really fly are the people that understand what is required within themselves to generate their own magnetism. So those two things go hand-in-hand.

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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 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 really excited to dive into it with you in this episode. So, I wanna share with you the number one tip that I have to making five and actually six, and for me now, multiple six figure months with a tiny audience. And I think probably just to be super transparent, I wouldn't say that my audience is tiny now in comparison to, I know at least some of the people who are listening to this. So I have a weekly newsletter that goes out to about 13,000 people. I've got 13,000 people on Instagram. I think it's 6,000 people on Facebook. So my audience isn't tiny anymore. However, when I had my first six figures in business, I had a thousand people on my email list.

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When I first spoke at the Self Love Summit in 2018, I had 2000 people on my Instagram and I was still at that point doing multiple six figures a year. So my audience has always been very, very small. And for somebody who is now doing multiple millions a year, my email list, my social media, everything is still small, comparatively to the other big players in the industry. And one of the stories that I have heard consistently throughout the years is that the reason that other people are more successful is because they have a bigger audience. One of the questions that comes up for me most consistently right now is what do I need to do to grow my platform? And the answer that I give to people is never really the answer that they desire. I know that you can build your platform through Facebook ads and Instagram ads and search.

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Like it's possible to build an audience in that way. And strategically, you can do the whole – buy this thing for seven pounds and then they're into a funnel and you can then upsell people like it's absolutely possible to do that. And I, I really don't have an issue with it. It's just frequently people don't desire to build up their audience in that way. And the reason being is that they have invested in Facebook ads and Google and all of these things in the past, and whilst they've built up their platform, their sales haven't increased. Why is that? And the answer to that question is a lack of connection. What you frequently do is build up an audience of people who just want your cheapest thing rather than an audience of people who are invested in you. And so whilst I have always used Facebook ads to build a launch, for example. So it helped me speak to new people when I'm going into launch.

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It's not the Facebook ads that do the work. The Facebook ads are the thing that get people to the first line, but what gets people to actually attend the launch are the messages that I send via email in the lead up to the launch. It's the messages that I put on my Instagram on a, it's not actually a daily basis on the grid, but certainly, in my stories, it's the reason that I actually shut down my Facebook group with, I think it was just under 7,000 people in it. And that reason was that

even though there were 7,000 people in the space, nobody was really seeing my posts. The engagement was really low. We weren't building a community. People were not sharing with each other. They were waiting for me, but because of the algorithm and the way that the group worked, people weren't seeing anything that I posted anyway.

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So it didn't feel like it was working for me in the way that I desired it to work for me. So it's the reason that I created Telegram. A much, much smaller group, but a place where I'm able to build genuine community through the messages. And these are voice note messages that I leave on almost a daily basis. So the theme that runs through everything that I've said is the messaging, the messaging, the messaging. What the messaging has done, the way that I have written, the way that I have spoken, the way that I have communicated about who I am, how I help, what it is that I've got to create has enabled me to build a business that is small but mighty. So what exactly is it? There are two words that really sum up what the type of messaging that I do, does.

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So the first word is connection. It creates connection. And in that connection, we have magnetism. And the reason that magnetism is so juicy is that we have it in the frequency of the words, but it starts with the frequency of you. So, I love the fact that you can strategically share with somebody. These are the things that are that work when it comes to magnetising people into your audience. But the people that really flourish, the people that really fly are the people that understand what is required within themselves to generate their own magnetism. So those two things go hand-in-hand. So what is it that you need to get your head around in order to be able to implement and create magnetic messaging in your own business? And the first part is around the personal energetics. So what is it that makes a person be magnetic?

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And what is really interesting is that I wanna emphasize that being magnetic isn't always having the largest number of people comment on your posts. It isn't about a popularity contest. And I think that, especially in the coaching world, people think that the numbers count. But it is so interesting to me, particularly in the masterminds that not that I host, but that I am in. Again, the number of women that have 25,000, 50,000, 125,000 people on their Instagram and yet they are still earning 25,000 a month. Which I'm not sniffing at, but it's not what you would expect based on the numbers of people who have said yes. So please don't mistake magnetism with popularity. What we want is for you to be a magnet for buyers. What we want is for people to want to be in your world and then choose to invest. And that is very, very different from just having a big platform, having a big audience.

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So there's the personal magnetism, which goes way beyond a flashy photo shoot. Goes way beyond that. You know, in my first couple of years in business, I don't think I used, I did use photos, but for sure they were not pictures of me in front of the Eiffel tower. That was not what created magnetism. There was an energy about me that I was able to cultivate and the energy that I cultivated came through in not just the words that I used, but the things that I didn't say and my audience of people knowing what was magnetic to the people that were actually ready and going to buy that, that was the magic. And then the second piece was understanding the different types of messaging and the way that they got to work together in order to create, again, that really compelling 'I can't help myself, I just desire to take the next step with you' type of impact.

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So you had the energetics and then you had the strategic pieces. And that, if you only focus on one thing, if you never ever get a photoshoot, if you never have the posh branding, if you never do anything else, other than understand what it takes to develop your own personal magnetism, and then use that strategically with your messaging, you will win. You will absolutely win. And this is why I am so freaking excited to take everything that I've ever learned about messaging, and then layer it with what it has taken to build this to, to the effect of multiple millions. This is, this is what goes into, this is what is going into Magnetic. It's going to be beautiful. Magnetic is my new messaging program. I would love to see you in there.

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If you wanna find out more then go to www.suzyashworth.com/joinmagnetic. I, I just wanna elevate everything that you are doing and speaking, and the silence in between when it comes to your magnetism is going to be magic. So I hope that you've taken some notes. I hope that you are able to identify what is it that I haven't been doing? Where is the gap in my knowledge when I think about why I haven't been generating the number of sales that I would like? Now, I understand that this is not actually about the size of my email list or the number of people that I have on my 'gram. This is also, so this is very relevant for people who have a tiny audience, but it's super relevant for people who have a big audience, but they're not monetizing it. So, I hope that you've enjoyed this. I hope that it's been insightful. If you have, please let me know over on the ground. I'm on @suzy_ashworth. And in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles