

The Limitless Experience Podcast

Why I changed my mind about hosting retreats

Transcript

Suzy:

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This episode is being brought to you by the Mykonos 2023 retreat. If you are the type of person who understands the power of environment and just what gets to happen the moment you choose to take a step out of your normal, regular, everyday life and experience; and when you compound that by not just removing yourself from your everyday experience, but putting yourself in a place where you are surrounded by powerful, thoughtful, insightful individuals who are all looking to uplevel. And you combine that with a little bit of zhush, a little bit of five-star luxury, a little bit of three, so much more magic than you can imagine. If you are the type of person who understands the power and the personal power upgrades that happen when you take time out to be in that kind of space, you should probably apply for Mykonos 2023. I am going to be hosting it the last weekend in May. So that is Friday, the 26th of May running through to Monday the 29th. I would love to have you there. So hop over to suzyashworth.com/retreat to apply, to see if you would be an amazing fit to come and join us.

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And I'd forgotten. I'd really, really forgotten what it feels like to have 14, 15, 16 women in a space who are there and ready and willing to go all in. And witnessing these women, all of them, all of them with their own individual unique magic.

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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 it feels mother trucking good to be back! It has been a while since I sat in front of my computer with the microphone and just thinking about all of the things I want to share with you, and there are so many things. So I am super excited to have a marathon podcast recording session lined up today because I have got a lot to say. So without any further ado, let's get into it.

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I think that we need to have a conversation about Mykonos and specifically what happened there that changed my mind about hosting retreats, because I'm not sure if I said this in the podcast, but I certainly said it in the marketing of Mykonos and the selling of the final spaces that it was gonna be the last one that I did. And I am not going to sugarcoat it. It's really annoying to me when people are like, this is your last chance ever. And then next week it's there. It's like the fake timers that are like, your time is running out. And then you see exactly the same thing at the same time, the following week, when you click on the ad.

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So, it really bugs me when people do that. And I have to say, I genuinely did believe that I wasn't gonna host retreats anymore because it doesn't actually make any sense in my business model. I charge 12,222 pounds plus VAT for a VIP day with me, it is 80,000 pay in full for one to one. And we don't actually have any in-person time. Like I'm able to do everything via the internet. And so when I think about taking five days out of my life, which actually is usually six, because I arrive a day before the retreat and then leave a day after when I think about taking six days out of my life, and then the investment that people pay being 5,555 pounds, which is what it is to join us in Mykonos in 2023, it doesn't, it just doesn't make any sense.

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<laugh> 12,222 pounds for a day or 5,555 pounds for four days, all food, beautiful accommodation and just a really life changing experience. Like it just, it doesn't make any sense. And yet, as soon as I walked into the villa, I had the feels. And then when everybody came in, I was like, Ugh. And it wasn't immediate. But when people came in, what I did was show everybody their rooms and all of the rooms are different. All of the rooms are incredible. There isn't one not nice room. There's always a couple of rooms, a little bit—not janky—but just a little bit like, oh, who's gonna have this room, when you go to a retreat space. This space, every single room, even the smaller ones that were less bells and whistles were really, really

nice. And as I showed everybody around to where that they were staying, I immediately felt the frequency within each individual shift immediately.

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And when you are able to notice that in a person, when you feel the energy changing and for some of them, not everybody, but for some of them, when I showed them where they were staying, it wasn't elation. It was am I worthy? And in that sense of, in that question, like, am I worthy of this? I knew that I couldn't, I couldn't choose to not facilitate in spaces like this moving forward. Like I just couldn't because I knew because of all of the experience that I've had hosting other retreats before, I knew that for every single person who came in questioning themselves, every single person who came in doubting themselves, they were gonna leave changed. I knew that. And then for every single person who came, not from a feeling of lack, you know, they were not living their life from a place of lack.

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They were living their life from a place of abundance. And of course I deserve this. I also knew that the upgrades that were available for them taking time out of their regular life and putting themselves in this environment, it was also gonna be all of the levels. And I just wasn't disappointed. You know, I said that it doesn't make sense to me to host these retreats from a financial perspective, from a business model perspective also because I have, I run intensives with my high-level mastermind. We have two levels, we have the Elevate level, and then we have the Illuminate level. and in the Illuminate level, we meet up every other month for two days, four times a year, and then five days, two times a year. So this is a whole thing. So I am away from my home quite a lot with the model that I've set up for Ascend.

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And that is another big reason why it doesn't make sense to have these standalone retreats. And what I realise is that the intensives that I do with Ascend are a very different experience than, uh, the full on retreats that I host that, that, that I host in this way, like I did with Mykonos. The truth is is that even though I know how much magic happens in these spaces, because I've been doing it now since 2017, the truth is that I've forgotten just how much magic happens because it's taken three years, it's taken three whole freaking years to get here. This has been the most expensive retreat on record because every year I would need to pay for the space again, like they would roll over, but they would charge me more. We were originally supposed to be in Barcelona and then because of pandemic and travel

rules, et cetera, et cetera, when it came down to going this year, I had to change the destination just to make it easy for everybody to come.

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So again, I've been paying for a venue for three years, and then I had to forfeit that money because of the what's going on in the world. So it was the most expensive retreat on record. And I think there was a part of me that was like, this is just too much. This's just too much for the return. And I'd forgotten. I'd really, really forgotten what it feels like to have 14, 15, 16 women in a space who are there and ready and willing to go all in. And witnessing these women, all of them, all of them with their own individual unique magic, feeling the energy of the group as people connected more and more deeply; seeing observing, witnessing people, evolve and elevate in front of my eyes. You know, one question that somebody else would ask in the group and then seeing like all of the light bulbs go on in somebody else who, who, it's not their hot seat. They're just sitting and observing and listening.

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Every question being relevant for every single person in the room, it changes you. And one of the women who really just stands out to me, she had such a profound experience. She had actually been gifted her place by a friend. And so when she arrived, she didn't feel a hundred percent comfortable in her skin. And that lasted quite a while. The discomfort, the feeling of not belonging. And at one point, and when I say one point, I'm sure actually that it was many, many, many, many, many points throughout our time together, but she chose to own her discomfort. She chose to name her fear. All of her defenses came down and she just allowed herself to be in this space. And what was so incredible is that I know that allowing yourself to be in a regular space is one thing, allowing yourself to be in a five-star luxury villa, where you have beautiful food, beautiful surroundings, pools, everywhere, all, all of the things takes another level of personal power.

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It takes another level of knowing that you deserve. It takes another level of releasing any guilt, worry, feel, shame that you have carried with you around belonging in a place like that. Belonging in a group of incredibly powerful individuals and belonging in that intimate space. Also with me and bit by bit, the wall came down and the power that the fear had had over her literally dissolved moment by moment, hour by hour, day by day, until she left, knowing who she was at a far more profound level, without all

of the story around it's okay to suffer. Basically, you're strong, you can do it. She left with a deeper sense of knowing herself from a place of truth. That was just so remarkable for me to be part of that journey. And I could tell a story like that really for each of the women who were in that space, people just recognizing and owning themselves in a, in a really profound way.

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That is the reason that I had to change my mind. And the truth is, is that I am still undercharging at 5,555 pounds. And I will have even more luxurious retreats in the future. There was something about this experience, which was way different from what we have done in the past in Barcelona. And I have loved the venue that I have been at for the previous two years in Barcelona. It, it is beautiful and this was another level. It was, it was just another level. It's like, this is how we do things now. And the next iteration of that, which will be happening in 2023 for me, is all around what do we get to do to elevate the experience? What do we get to do to elevate the experience of people in the space? And it just really excites me.

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It really excites me to consider that and to think about how does this get to be even more mind blowing. So, yeah, that's why I changed my mind. And I love the challenge of thinking about how this gets to be even better next year. And I also love the invitation for myself to what does the 10K retreat look like? And even when I say that, I just, I read, I just see gold <laugh> I just see gold. So that is coming. I don't know when, I don't know where maybe it'll be 2024. I dunno. But that is happening at some point in the future. So this is me. It feels really, really great to be back. If you would love to apply for the Mykonos retreat, go to www.suzyashworth.com/retreat, and you'll find all of the details and how to apply.

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And I should say that 5,555 is the early bird price. So if you go there and the price is increased, don't use that as an excuse not to apply. It is going to, it would blow your mind even at 8,888. It's not gonna be that, but just if you feel the nudge, do it. Right, I love you very much. You are incredible. Please remember that faith plus action equals miracles. And if you enjoyed this episode, then do me a favor, let me know on Instagram, share with your pals. And I will see you next time.

Faith + Action = Miracles