

The Limitless Experience Podcast

Convo with Africa Brooke

Transcript

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

I remember saying a similar thing. I felt like I was betraying black people and it's so absurd to say out loud. I felt like I was betraying every single black person that has ever existed and will exist. Because I have questions and it became about so many different things that you had to hold at the same time and agree with them, regardless of context or nuance.

Suzy ([00:00:28](#)):

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.

Suzy ([00:01:14](#)):

Hello, you gorgeous human beings. It is Suzy Ashworth here, and you are listening to the Limitless Life Experience podcast. And I am so excited to bring you this interview. It is such an incredible conversation and there is so, so, so, so much more that we didn't even get to scratch the surface of. So, I am not gonna spend too much time talking about it, cause I just want you to listen to it. But you're about to be introduced to, if you don't know her already, to Africa Brooke. She is a global consultant writer speaker, and she, in my words, is setting people free. Her body of work really specialises or focuses on how to step away from self-censorship, what it means to really own your voice and your message and I suppose, live in integrity and authenticity with yourself.

Suzy ([00:02:25](#)):

You'll hear me, right at the beginning, talk about how one piece of work that she did really has impacted my life in such a profound way and has certainly changed the trajectory of my life. So, if you haven't heard of her, this is gonna be an incredible introduction. And if you are already one of the many, many people who love her and listen to her and get activated by her, this is gonna be a beautiful conversation to add to the many other

beautiful conversations that you have heard her speak on before. So, without any further ado, my beautiful podcast listener meet Africa Brooke.

Suzy ([00:03:28](#)):

Well, I am just so happy to have you here face-to-face. Yes. I'm like, I don't wanna be a fangirl but I am <laugh>

Africa ([00:03:43](#)):

Me too. You know what, for the past, I would say for the past week, since we've kind of been leading up to this conversation, I've just been delving into some of your work and some of your shares on social media and it's just, it's just so refreshing, which is also why I'm very excited to have this conversation with you. So I think the feeling is very mutual.

Suzy ([00:04:03](#)):

Ah, thank you very much. And actually I wanna start with a thank you because I didn't really know your work well, I didn't know until 2020 and I was living in Mexico and it was just after the George Floyd murder. And I was just, I was in a very, very interesting space because I was being told how I was supposed to think and feel about so many different things. And with my background being brought up with white parents and fostered, I was very, very confused. And everybody that I wanted to speak to was busy, basically, with their stuff or dealing with the community. Like everybody was busy and for months and months, actually, I just felt more and more and more isolated because everybody was telling me that I should feel and think a certain way. And I didn't. And it made me feel like a bad black person. It made me feel like a bad human and that I wasn't really representing. And that I had a whole thing about my identity. Anyway, to cut a very long story short, I found your letter, your open letter. And I read it and I cried. And I was just like, oh my God, this woman is telling me like exactly what has been running through my mind and I just, and I didn't give myself the permission to really allow myself to go there. You are such a beautiful mirror and reflection for everything that I was thinking and feeling. It gave me permission. Like it really did set me free. So I just wanna say, thank fucking you. <Laugh>

Africa ([00:06:11](#)):

I have full body chills.

Suzy ([00:06:14](#)):

You're a gift. Like you really are a gift and your work is quite remarkable. So I'm just, I'm very, very grateful for all that. You do all who you are being, and I have no doubt all you are becoming. So thank you. Thank you. Thank you.

Africa ([00:06:32](#)):

Oh my goodness. That is one of the most beautiful reflections I've ever received. Thank you so much. My body is just filled with just chills. Especially to hear another very courageous and powerful black woman talk about how debilitated they felt at that specific time, it's something that I'm starting to hear more and more. And every single time I hear something like you've just shared, it does make me stop in my tracks and it reminds me of just the environment that we're building around each other as a collective right now. Where we start to sort of cave in on ourselves and blame ourselves and interrogate ourselves and police and monitor. And there's so much suspicion on the self instead of saying, hold on something isn't quite right here. Who can I speak to about this? I just need to make sense of all of this, right?

Africa ([00:07:33](#)):

So to hear you say that, and I'm so glad that you came across that letter, Suzy, I really, really am. And that you've even allowed yourself to let it land where it needed to, instead of making yourself feel bad about even reading it, because that's also another thing that people experience when they come across anything that might cause cognitive dissonance and a bit of discomfort. I remember saying a similar thing, I felt like I was betraying black people and it's so absurd to say out loud, I felt like I was betraying every single black person that has ever existed and will exist because I have questions. Because I'm just not sure about what's happening. It started out, I dunno what you think, but it started out as one thing and it became about so many different things that you had to hold at the same time and agree with them regardless of context or nuance. So, to just hear you say all of that and to be in your, just in your energy and your sovereignty right now and to get that reflection from you means a great deal to me. Thank you so much. Thank you.

Suzy ([00:08:41](#)):

And you are very, very welcome. And I am curious about, you know, you talk about the need for courageous people and courageous entrepreneurs. I'm really curious about where does your courage—when did you first realize that you were a courageous human?

Africa ([00:09:01](#)):

Oh, what a beautiful question. I think it could be so easy for me to answer that question from the lens of adulthood, trying to look at my adult experiences. But I think even as a child, I kind of felt that I was quite a brave, courageous little girl. I had so many questions. I wasn't always in environments where I could express that courage or that internal bravery. But even when I think of little things like growing up and climbing trees and just not being afraid to fall. If I fell, I'd just get back up again. And this was in Zimbabwe, with my siblings and my cousins. And just, almost having this, you know, that childlike fearlessness. Yeah. I think when I think of that, I'm able to see that, okay, actually courage and bravery has been within me for longer than I might realise.

Africa ([00:09:49](#)):

And then I would say one of the other biggest examples of my personal courage is me getting sober, which you, you might or might not be familiar with. But six years ago now I think that was one of the biggest acts of courage because I had fallen so many times and I had tried to get up and I had been up and felt like everything is working. I finally found the path that works for me. I'd finally broken the cycles of self sabotage self destruction, and then I would fall again. And because of that internal courage, I was able to say, you know what, I deserve another chance at life. I deserve another chance at this, you know? So I think that's one of the biggest, biggest examples, which then led me on an entrepreneurial path and I've always been quite an entrepreneurial person anyway.

Africa ([00:10:38](#)):

I never did quite fit into the status quo and the molds of how things should be and working for someone else. Even though, I should add, that I think working for someone else can be a wonderful thing. I think there are some people that are fantastic supporters, right. Even when I think of the people on my team, they lead, but in a different way. But for me as someone that had that burst of entrepreneurial energy and what I call idea generators I think that courage from childhood and from getting sober and from telling my story and from wanting to create and wanting to impact people in ways that I didn't think possible at one point in time. So I think it's been, it's been a journey of things that maybe I wouldn't have thought at the time were quite courageous, but I think they've really influenced my entrepreneurial path massively, actually.

Suzy ([00:11:26](#)):

I'm interested in your relationship with your siblings.

Africa ([00:11:30](#)):

Mm.

Suzy ([00:11:31](#)):

Yeah. Do they live in the UK as well? Or are they back in Zimbabwe?

Africa ([00:11:36](#)):

Yes, I do. So I have two older sisters and I have one younger brother. And we are all quite different. We're all very, very different. Me and one of my older sisters, Michelle, we're the more entrepreneurial ones. She's also another person, she's an Avantgarde hair stylist. And she is someone that never did quite fit the mold as well. But unlike me, she tried, she tried to kind of do the standard thing of going to university of going to college then going to university, then getting a standard job and then working for someone else. But she couldn't contain that entrepreneurial energy and that spirit anymore. Whereas for me, I kind of took the more rebellious path of going to college for a whole month and saying, no, I'm going to be a musician. I'm going to be the black Stevie Nicks.

Africa ([00:12:28](#)):

I'm going to be in a band. That's what I wanna do. And then got led into the world of fashion and then blogging and then consulting and then advertising and then, you know, sort of spiraled from there. But me and my siblings are, yeah, we're all quite different, but we're all very creative. We're all very creative individuals. So I think that's where we sort of find that thing that brings us together and how we can actually support each other in our different ventures. Because even though two of us work in more traditional sort of spaces in terms of working for other people in the corporate world and then me and my other sister, more creative, we do our own thing. We're able to still sort of see parts of each other in each other through that lens of creativity, if you will. So it's, it's a good thing. I've always felt supported.

Suzy ([00:13:18](#)):

I heard on your interview with Steven Bartlett that you actually moved to Kent, which is where I live. So I'm also curious about where you moved to.

Africa ([00:13:29](#)):

Yeah, so we were living in Swanscombe, do you know where Swanscombe is?

Suzy ([00:13:33](#)):

Oh, I can see the sign, but I don't know.

Africa ([00:13:36](#)):

Yeah. Yeah. So, that's where we were living kind of. Swanscombe. It's near a place called Northfleet. If you know, Bluewater, it's kind of around that area. So that's where we were living. And it was a huge culture shock, as you can imagine, you know. As a nine year old girl coming from Zimbabwe, where everywhere I looked, everyone looked like me. I never had to think about my race in any kind of way. I never had to. Of course I was young, so it's not as if I was signing papers that said I had to declare my race or my ethnicity or anything like that but everything around me was just represented everywhere that I looked. So when we moved here, it was just a very obvious difference.

Africa ([00:14:25](#)):

But we were living there for about three to four years before I moved to London. And then of course, moving to London, it's a beautiful melting pot where it's not just black people, it's all races and all mixes of people. So I've experienced identity in some, in some really interesting ways, which is why, if we sort of just quickly return to what 2020 was, I couldn't agree with a lot of the things that I was hearing, just because of how the spaces that I've been in and how I was raised, the people that I've encountered in my life. Even the moment that you said being raised by white parents. For a moment, it made me think, oh my goodness. We never even think about how people were raised in the homes that they were in, you know? But yeah, Kent for me was a huge, huge culture shock. Is that where you live as well?

Suzy ([00:15:19](#)):

This is where I live. So, I live just down the road from Canterbury. It's a little town called Whitstable. So that's where I hang out. But we moved here when I was eight from Greater London. And so, that sense of, oh, I am one, I was one of two black children in my school. That real awareness of like, oh, I am different. And for me, I really wanted to be the same. And so it was really just, who am I? What is my role here? And really just who am I? And because again, with the white parents, it was very confusing when people would point out that I was different. And with us, we had another level of class as well. My parents were both very working class. So there was that sense of, I not only look different, but I don't have as much money as the people that I'm surrounded by. And so there was this whole desire of wanting to fit in, which I think for many, many years played out until really my entrepreneurial journey started when I realized that actually you are not supposed to fit in. You don't need to fit in. And your ability to stand out is the thing that is really going to serve you.

Africa ([00:16:40](#)):

Oh, I love that. Oh, I can't wait to hear to hear about that specifically because that's a, that's a similar experience that I had about five years ago when I decided that I was going to pretty much go all in. At this point, it was on a mindset level that I was going to go all in on my coaching and consulting firm. And that I was really going to do this when I was entering the coaching space. And I was seeing a very specific type of coach, who spoke in a very specific way, dressed in a specific way. Even their photo shoots were very fucking specific way. Right. and I think I entertained very briefly the thought of molding myself to be more like that. But I knew I couldn't do it. At the time. I would never have even used words like integrity. Maybe I didn't even know the word integrity, but intuitively I knew that if I model what I'm seeing in that way, where it's, it's quite performative, because I think this is what works. I am going to fail. And I don't have a problem with failure, but this is the kind of failure that will pull me so far out of integrity. But I didn't know how to do it. And it didn't feel as, as profound as I'm making it sound right now, it was just an uncomfortable thing of knowing that I'll, I'll never be that. I'm gonna need to figure something else out. And I think that's what, that's one of the main things that has made me as successful as I am in my business and in being an entrepreneur. Being able to allow that space for discomfort to be like, I'll never be that, so what the fuck am I supposed to be? And who am I even? So, I love that. It sounds like you went through a very similar thing.

Suzy ([00:18:18](#)):

Yes. Well still, still going through that thing.

Africa ([00:18:21](#)):

Yes. Really?

Suzy ([00:18:23](#)):

Yeah, to be honest...

Africa ([00:18:23](#)):

It's a continuous thing, I guess, right?

Suzy ([00:18:26](#)):

Yeah. For sure. I think that it happens for me. I've got three children. So it happened when I became a mother. I've now separated from my partner. So it now being a single mother. And there's, who am I? Who am I now? Who am I? Who am I being? It's always front of mind for me. The word that comes through for me, when I hear you speaking is audacious. Like that's

just the energy of you. And I'm like, where did you get the audacity? Like when, when you talk about your sober journey as well, like when you said I gave myself, like, I deserve another chance. Even that, more seriously, but that is very audacious because many people will write themselves off. They will allow this shame spiral to keep them down rather than saying I fucked up or I fell off, and now I'm getting back on. What gave you the audacity to be like, no, I deserve another chance.

Africa ([00:19:29](#)):

You ask very good question, Suzy. I should tell you <laugh>.

Africa ([00:19:34](#)):

You know what I think, I think it's tied in with that courage piece that we've spoken about, because I think to be truly courageous, you do need to have some self trust. You do need to believe in yourself. And for a lot of us, it's not even a conscious thing. We just know, we just know that, you know what, I know myself enough, so I'm not gonna do this. I'm not gonna put up with this. That is not okay. Yes, this is okay. It could be anything, right. There's always that sense of self trust. Like you are grounded and you're standing up straight in your body and in your spirit. So, I think it's a combination of that, but I also don't, it's really not all just me. I think something that I've always really been drawn to from a young age is people's stories.

Africa ([00:20:17](#)):

I think stories are such a powerful vehicle for change. So even in my most darkest times, I would just reach to other people's stories. For example, with sobriety, I would look at other famous people who manage to get sober. Like people who were so self destructive and people thought they were finished, maybe they lost everything, but then they were able to get sober and turn their life around. And those stories really helped me to realize that actually, no, I won't be a fuck up for the rest of my life. You know, and even when I wanted to when I got into entrepreneurship and I tried different things and all of them failed or put something out and, you know, before you put it out, everyone gives you the impression. They'll just buy it straight away, and then put it out.

Africa ([00:21:03](#)):

Nothing happens then you think, is it me? Is it what you, you start to kind of, again, cave in on yourself as an entrepreneur, right. In those moments, I would, again, turn to stories, look at other businesses that have failed, look at some of the most successful ventures that are here right now, and the journey that they have been through the ups and the downs. So it's a

combination of interviews, people's biographies, the stories of people. I know. So I think those examples of other people that have gone through failure and maybe a level of self distrust and self questioning, but they were able to really rise from it. I think that also allows me to realize that, no, I get to be courageous. Maybe I don't feel fucking courageous and bold today, but I get to do that tomorrow. Um so I think it is that combination of, of me just intrinsically as a person and my own life experiences and the adversity that I've experienced.

Africa ([00:21:58](#)):

And also knowing that even my mom coming to this country, I could be living a very different life, if my mom hadn't decided to be bold and so fucking courageous. By herself with four kids coming, starting from nothing coming to a country that that was so different, a country that saw her as less by default. And coming from being a geologist in Zimbabwe and living quite a, quite a nice life. And having to start from zero, because none of that meant anything here. Starting being a nurse and working at that for decades, you know? So I think just seeing examples of courage allowed me to realize that no, I could be living a very different life. So I get to take the chance. I get to actually take those risks. So it really, isn't just me. It's, it's absorbing other people's stories. And I think for me, that's one of the most powerful things.

Suzy ([00:22:52](#)):

Do you think for the people who are listening, who are not feeling their most courageous selves right now that that's a good starting point, just looking for other examples.

Africa ([00:23:03](#)):

Oh yeah, absolutely. Because usually, it can be very difficult to to self motivate just from our own anecdotes and our own experiences. And, you know, just hearing someone telling you that you can do it, or someone telling you that you are brave. We need to see examples of people that have done it. So I think that's a fantastic place to start. And I think it's also very low commitment place to start, because a lot of these acts of courage; another thing would also even be defining what you being courageous looks like, because I think it's one of those words that we know intuitively, but it can also be quite vague and abstract because it's like, okay, but what does it actually look like? So I think it's you mapping out what courage looks like for you. In the context of something you want to do a conversation, you want to have something you want to start a shift that you want to make, get very specific and make it real, make it tangible. But I

think, yes, a very low commitment, entry point is looking at other people's stories. And I think it's still, it will still sit in your subconscious. It will still give you some evidence that it's possible. So I like that a lot. I think it's a good place to start.

Suzy ([00:24:16](#)):

The work that you are doing, and I think that is in everything that you do, but I've seen a couple of posts of late, specifically around, we need creatives, artists, entrepreneurs who are not self censoring. And this is a conversation that I have also been having for the last couple of years, because when you have people that—this is the whole standout thing. Like you have a message, you have a voice it's important. And if you are holding yourself back then you are denying, like can you imagine? My life would be very different if I hadn't found your letter, you know? And that's true! My life would be very different if you hadn't spoken up. So I'm really interested to hear your take more on this and why it's so fucking important.

Africa ([00:25:12](#)):

Mm. Ooh. And, and what you just said as well, it's just landed really, really deeply and potently for me actually, because it's making me think, imagine all those, whether it's artists, as I say, thinkers, creatives, those risk takers. Imagine for a moment they, they had said to themselves, no, I can't do it. I can't do it. I'm too scared or what will other people say, or I'm going to be abandoned. I'll be rejected if I do this. Or people won't understand, or not many people are saying this, so maybe no, I shouldn't go there. I actually find it quite upsetting. Imagine how many ideas are not being, are not having life put into them because of the fear that people have. So the reason why I like to speak, and as of late have been speaking mainly to those people who have something that they want to pull out into the world is because a lot of them do tend to be my clients.

Africa ([00:26:11](#)):

So I work with people mainly that are in the public eye. People that have reached a hyper level of visibility to the point where they're starting to feel, especially because of the time that we're in right now, they're starting to feel like they can only create if people are going to be okay with this. They can only create things that are safe. And I, I dunno if you've maybe had this even with your own clients or people, you know, but there's a thing of the more my following grows, the more that I tame my voice. And maybe, maybe someone listening might see this in themselves. I remember a couple of years ago, I started to sort of notice that within myself as well,

that the more eyes that were on me, I started to feel like, okay, I have to be careful, right?

Africa ([00:26:57](#)):

That mode of, of self policing, of self surveillance, right. And that crushes creativity. I truly believe that art and being a creative, even being a writer, even being a coach, that's a very, that's a deeply creative process. You need to allow yourself to be a risk-taker. You need to allow yourself to step into the arena and say, you know what? It looks like it's just me right now. But I know that once I say this thing, there's going to be a ripple effect of people that will thank you for that permission slip, which is essentially what you're saying about my letter, right. That it served as a permission slip of sorts. So imagine what other permission slips we can give to people if we are just willing to just stand in that space of discomfort. Because I think this sort of place of feeling like we're constantly walking on eggshells, it really is killing creativity. It really is. And especially if we're talking to people that are entrepreneurs, you are by nature a daring person, you are someone that goes against the grain. You, are meant to create something that maybe people have seen before, but you do it in a way that is so unique for you. And that requires you to shake the table and possibly ruffle a few feathers. So I do think we need more people that are willing to be mindful and to be socially aware and to be compassionate and all the other things, the really important fundamental things, but to also be willing to shake the fucking table. I don't think you have to choose. I don't think you have to choose

Suzy ([00:28:35](#)):

What's the cost of not doing that?

Africa ([00:28:39](#)):

Hmm. I think one of the biggest cost is and I'm reading Brene Brown's book right now, Atlas of the Heart. Have you read it yet? Oh, it's fantastic. It's brilliant. And she says in one part of this, that research shows that when people are in a later stage of life, or they experience a life-changing accident or they're on their death bed, that one of the main things that they regret is not being courageous enough. Out of all of the things people just wish. I wish I hadn't cared what people would've thought if I had done that thing. It's always something along those lines. So, I think one of the biggest costs is regret. It's regret because you find yourself at a point in time where you think to yourself, why was I even, why did I allow myself to pull the plug on that idea? Why didn't I allow myself to express that thought? And the cost can also look like you seeing someone else execute that very specific thing you wanted to do, which is a big one. Which is a

huge source of envy. I can see recognition in your face, Suzy <laugh> cause I've experienced this too. Yeah.

Suzy ([00:29:57](#)):

We have that big magic concept. If you don't use it, somebody else will.

Africa ([00:30:03](#)):

Somebody else will, somebody else will. Right. So I think if you are a creative and entrepreneur, a thinker, an idea generator on some level you have to, you have to accept that it's your responsibility to express what is within you. And I think that was one of the biggest game changes for me where I told myself it's actually my responsibility. Another one was it's my responsibility to be wealthy. And this one was huge.

Suzy ([00:30:32](#)):

I'm glad that you brought this up cause I wanted to talk to you about the responsibility piece.

Africa ([00:30:38](#)):

For sure. Yeah. Right. I'm curious to know what is, what are your thoughts on the idea of taking responsibility. Of realising that actually it's not even about you, you have a responsibility to express this.

Suzy ([00:30:50](#)):

Yeah. It's really interesting. I have an interesting relationship with that word because often when people use it, it's the weight of responsibility. It feels too heavy. I feel overwhelmed. And so what I did to help my clients and myself actually is shift it from the traditional sense of responsibility to being able to respond.

Africa ([00:31:14](#)):

Yes, exactly.

Suzy ([00:31:15](#)):

Yeah. When I'm able to respond, I can hold it all. Like I have the resources, I have the resilience, I have the ideas I have the creativity, like I'm able to respond to whatever is put in front of me. And when I hear you talk about it's your responsibility to stand up and speak and share your inner most workings, then actually I think that it is super useful for people to feel that as the weight. Like, and allow that instead of to push you down, but to propel you forward. Like, I think that it's really useful for people to think about it in that way, because if you are not gonna do it, who's gonna do it.

Right. You know, you're just waiting for somebody else to take the mantle for you?

Suzy ([00:32:06](#)):

And again, especially in this day and age, for me, that is not acceptable, you know. And it's like, I was gonna ask you actually, in this same vein around responsibility and being a black woman and speaking out and doing the perceived outrageous things, do you feel that you have a responsibility as a black woman to be doing what you are doing in the way that you are doing it right now?

Africa ([00:32:37](#)):

Mm, the first intuitively the first thing that comes to mind is no. But I think when I think about this deeper, actually, especially with the way that you've just framed it and the emphasis that you've the emphasis that you've made on the fact that by definition responsibility is about the ability to respond. That's, that's all it means. Right. Very simply. And I think when I think about it, even though instinctively, I want to say no. And you know what? I think the reason that I want to say no is because I am actually very tired of this idea that as a black woman, I'm responsible for the image of every single black person. And, you know, my existence is some kind of protest against, I, I understand the origins of all of that. <Laugh> and here's the thing.

Africa ([00:33:32](#)):

I think it can be useful, but I fear that we sometimes take it to a place where we then put the burden on ourselves where we can't just be fallible, where we can't be fluid, where we can't get things wrong, where we can't try different things where we can't just be mediocre and it be okay, you know. We don't all need to be striving, and I really believe this. We don't all need to be pushing every single person for ultimate excellence that looks like a very, in a very specific way. We need to afford each other, the same level of individuality that we call from other people. Right. Yeah. So I think that's my know is sort of pushing back on that, but then when I think about it deeper, I do think, especially with the conversations that I'm having and trying to shift the direction of a narrative, that's gone too far, I would say, yeah.

Africa ([00:34:26](#)):

A part of me is actually quite happy to take on that responsibility because then it allows me to be in connection with people like you, another fierce black woman who at a point in time was made to question herself and her identity. But then was able to say, actually, no, I do know myself. I do know

the part that I'm on. I do know the context and nuances of my life. So let me get the fuck back in the driver's seat and continue on with the journey that I was on. So I think because I take on that responsibility, it allows me to connect with other people, other black women, especially that are in their sovereignty and they're not okay with this narrative. So I think even as I say it more and more, I'm getting all tingly because I'm like, yeah, actually that's a responsibility that I will gladly gladly accept.

Suzy ([00:35:14](#)):

I feel the tingles too. The way that I look at it for me is that I know that it means something. If I can talk about creating a multiple seven figure business as a single mother of three kids, if I can talk about building an eight figure brand, I'm the unlock for so many people. You are an unlock for me. You know, one of the things that I started doing because of you, which this feels so crazy, it feels like so childish to be like, I allowed myself to follow Jordan Peterson because of you, you know? I don't follow very many people just because of overwhelmed. I need to just keep myself focused. Yes. But I was so mindful of people going through who I was following and then making judgements about, about me.

Suzy ([00:36:12](#)):

Hearing you talk, way before actually you did the interview with him, but hearing you talk about the fact that people told you that you were not allowed to like him based on a three minute conversation or a tweet. And I just listened to you. And I was like, well, one, I need to go and check out this guy. And why am I worried about people not even hearing me speak, but looking at my followers list and deciding that they know how I think? That's bullshit. And so when you take on the responsibility of doing the daring thing again, I don't want it to feel heavy, but I want you to really hear me when I say that it's such an unlock for many of us who are already empowered to a certain level, you know?

Africa ([00:37:06](#)):

Yes.

Suzy ([00:37:06](#)):

What next?

Africa ([00:37:07](#)):

Oh, I'm just, I'm just allowing your words to just run through me because I'm resonating so much with everything you're saying. And even on that, about following a specific person, it could be Jordan. It could be anyone else. But

the reason why I think it's really important, you've shared that, because even just think about this, just mentioning someone's name can evoke an emotional response within someone, right? And that's absolutely fine, but it's important to say, hold on, am I getting this emotional response based on information that I have taken on as, okay. I understand this. And I feel this way or things that I was told I should feel. I should think, as you were saying before, so it's not even about that particular person. It's what that represents. Because then for me, when I was experiencing similar things, Suzy, it led me to think if I'm discarding this individual or this piece of information by default, without even asking further questions and just saying, okay, if you say, I shouldn't listen to this or like this person, okay. Where else am I doing that? Where else am I doing that in my business, in my romantic relationships with my family, with certain conversations I want to have with the kind of information that I take in about the world, where I get my news, where I get my updates, where else am I just choosing confirmation bias and choosing what I've been told to feel, instead of saying, hold on, how do I feel about this? And okay, I can follow this person or hear what this person has to say. And I don't have to take every single thing they said, but they did say these few things that actually make sense. Why is that not an option? And so I think what you just shared is really important, because I think, again, it's gonna serve as a permission slip for someone else. That's maybe feeling a similar way generally about who they follow, because that culture of first of all, self surveillance is, yeah, it's really doing a lot of damage, really doing a lot of damage.

Suzy ([00:39:01](#)):

What it did for me is allow me to look at people as a whole and understand that when you look at people as a whole, there's gonna be things that you agree with. And there's gonna be things that you don't. Now, is it possible for me to have a relationship with somebody like in my real life or online, just, is it possible for me to have a relationship with somebody where I do not agree with a hundred percent of everything that they say, like, why is that a wild concept? <Laugh> it's like, it's OK, you know?

Africa ([00:39:41](#)):

Right, right. Even though that's actually a reflection of the lives that we live anyway, because there is no one on planet Earth, including your partner, including your child, your, your mother, your father, that you agree with on every single thing a hundred percent. Impossible. It's not, it's not humanly possible. So why do we then have the same expectations of other people, but especially online. So it's just very odd how we're trying to create a

utopia online that doesn't by no means accurately represents the lives that we live every single day when we log out. <Laugh>. Yeah.

Suzy ([00:40:21](#)):

It's very, very bizarre. Talk to me about your decision to become a wealthy woman. What, yeah. Talk to me about that journey. Yes.

Africa ([00:40:32](#)):

You know what, when I was growing up, money was not something that I, that was ever spoken about at all. And when it was, it was through arguments, it was through not having enough. It was through if I was to ask for money, maybe my mom would say, oh, I don't have any money. And then I would just see her go into her purse and then she'll give me some, but it always started with, I don't, I don't have any money. So it was always that kind of language. There were a lot of money stories that were formed from a very, very young age, but for the most part, it was never spoken about. Ever, ever spoken about. So by the time that I was working for myself I came to realize that all of these stories were not just going to go away because I'm now getting paid.

Africa ([00:41:18](#)):

All of these stories are not just going to disappear by themselves. Because I decide that this is going to be the price of something. And I even found it very impossible to price my services and to say, this is how much I charge. So for a long time, I was working for free. I was speaking for free. I found it in a way, much easier, quote, unquote, at least it seemed like it was easier to work for free, but over time it was creating resentment because there was an imbalance, right, in terms of what I was putting out and what I was getting back. So I just kept on getting reminded that I was gonna have to face those money stories. And one of the biggest stories was that rich people were bad. Mm. Right. Rich people do not care about anyone.

Africa ([00:42:03](#)):

Rich people do not care about the world. Rich people are very selfish. The more money you have, the more the more corrupted you become. These were all of these stories that I had picked up. I had never formed any of them, myself. But just the messaging that I had grown up around was always, if you get money, especially if you make a lot of it, you are going to be rejected. You are going to be abandoned. You're going to be very different from your family. They won't be able to relate to you anymore. And not being able to relate to your family means being abandoned by your family. And I had a huge complex, there were many pieces to this, but I had

huge complex around earning more than my mom, because she's a nurse. And by the time that my profile was growing quite a lot, about five years ago, I would get offered to speak.

Africa ([00:42:54](#)):

And, you know, in the beginning it would be maybe getting paid a thousand pounds to do a full day session, or I'd get paid 2000 pounds to be on a panel. But this is a lot of money. Okay. If we're speaking outside the context of entrepreneurship or being able to earn huge amounts of money. For the average person, that is their monthly salary. Yeah. And for my mom, as a nurse that was around her monthly salary as well. So I always felt very uncomfortable because another part of the stories was that things had to be hard for them to be worthy. But speaking came and still come so easy to me and writing and gathering with people and, you know, just sharing my story in a way that is compelling and engaging, but also very helpful came so easily. So to be getting paid quite a lot of money for that just made me very uncomfortable.

Africa ([00:43:48](#)):

So I would sabotage those opportunities by not replying to certain emails. If I knew that it was going to be a big financial opportunity, I just would not reply. But over time I realized that it was becoming very difficult to even run my business because I was used to keeping myself in this sort of feast to famine cycle where I would get a lot of money and then almost feel uncomfortable that I have all of this money and it's just sitting there. So I would have to get rid of it, waste the money, spend it in whatever way, allow myself to go back into the red again, where I suddenly have this adrenaline to make money again. And then the same thing over and over and over again. So my decision to realize that it was my responsibility to become a wealthy woman was about three and a half years ago.

Africa ([00:44:37](#)):

When I went through a process of just like a deep inventory on my money stories, what was working and what was not working. I realized that actually none of this was about me. We talk a lot about breaking generational patterns, but I think when it comes to money, those are usually the very biggest to break because you're not just breaking them for yourself. It's for everyone that came before you and after you. And I realised that actually I'm able to help my mother in a way that I could have never imagined before. The only way I can do that is if I'm earning at a certain level. The only way that I can help my family back home is if I'm earning at a certain level. The only way that I can show my nieces and nephews that

you get to live abundantly, that we get to go to all of these places. That you don't have to think, oh, no, we can't.

Africa ([00:45:23](#)):

We shouldn't go there. We shouldn't do that. No, you can allow yourself to be, and to live as fully and freely, as you want to. And guess what, in the modern world, you fucking need money to do that. So when I started to realize that, actually it's not just about the money itself, it's about what the money represents. More money means more options and options are something that I value deeply. So in realizing that, in just setting that as a baseline, it then led me to looking at my services, how I serve people, how am I pricing that? Am I pricing it in a way that actually allows me to then fulfill all of these things? If I want to be able to donate to the FGM charities that I support and to do that without even worrying about how much it is I need to be, I need to earn more money.

Africa ([00:46:11](#)):

So I realized that it's actually not even about being rich. It's about being wealthy. It's about allowing myself to not have to be omnipresent in my business. It's about creating something that stands the test of time. Something that can be passed on. Something that can transform. Something that can be a living, breathing organism. It's about a mindset of true wealth, fully embodied wealth, you know, and money is a byproduct of that. So I really had to go through a deep process of just reevaluating my current relationship with money, what I want my relationship with money to be like and you know what, this is a constant process because the more money that I make, the more that I have to kind of come back to the table and say, okay, we've brought ourselves to this point, but now we, we need to stretch, or we are stretching, are we ready for this next season? How can we step in without sabotaging ourselves? So I like the fact that it's a constant, it's a constant dance. It's not a one and done, it's like a constant coming back into the boardroom and having a conversation with me and all of my parts and saying, okay, we're stretching. How do we feel? What does it look like? So that's, that's the short version.

Suzy ([00:47:31](#)):

I feel like I just went to the church of Africa!

Suzy ([00:47:32](#)):

If you had to name this season, what would this season be called?

Africa ([00:47:37](#)):

I'm in a season that I called the upgrade. And it's a process that I've been taking myself through for the past six months. I was in a season of expansion from about four years ago. And then that became my signature coaching program. Actually my mentorship program. A season of expansion where I was just stretching myself beyond what I currently knew. Expanding my idea of the environment that I want to be in my ideas around money, my ideas around relationship. My ideas around serving. My ideas around the clients that I work with. Just expansion on so many different levels. And I would say I've really been mastering and refining and allowing myself to be comfortable in that space without limiting, but being comfortable in that space for the past four years. And now, I would say I'm in a phase of, what I call the upgrade, where it's, again, what I call coming to the boardroom and saying, okay, how can we elevate all of these areas? We've expanded, so we've stretched, but now we need to elevate. It's about lifting it up. So that's, that's the stage that I'm in right now. From my environment, from my home, from where I go from what I do, my relationships, how can we upgrade them? Because if I'm so quick to upgrade my fucking phone, guess what, Suzy, I'm gonna have to also do that with myself, right? <Laugh> So I think that's the, that's the space that I'm in right now. Upgrade.

Suzy ([00:49:02](#)):

I love that. So the word that you said, which is my word is elevate. And so, it's very helpful for me because it gives me space to fuck up. It's like, this didn't work. This failed. Okay. So how do we elevate this? And then also, this is amazing. This is going great. How do we elevate this? That's, that's my word for the year actually.

Africa ([00:49:28](#)):

Oh, I love that. And would you say, so that's your word, but would you say that's the season that you're in?

Suzy ([00:49:33](#)):

Ooooooh! No. I wouldn't say that it's the season. When I think about the, the context and the, and the season. I would say that this is the season of wealth wealth expansion. This is about really, so I have a new program coming out called Infinite Receiving and Infinite Receiving is knowing infinite love. It's knowing that I'm infinitely supported. It's knowing that I am an infinite co-creator and it's knowing that all of these pieces run across all areas of my life. And when I'm really in that zone that's wealth expansion. So that's why I was getting so excited when you were talking about becoming a wealthy, wealthy woman. And so wealth expansion, I have

experienced a lot of wealth in my life up until now. Now it's about expanding that and seeing how many people I can bring into that field with me, you know, that's all rising together.

Africa ([00:50:41](#)):

Oh, I love that so much. And please share with me your, your journey of wealth, because it's not something that I've yet heard you speak about, and I'm, I'm really curious to know in a nutshell, what that has looked like for you and how it's sort of led you, see I'm hijacking your podcast now.

Suzy ([00:50:59](#)):

Yes! <laugh>

Suzy ([00:51:07](#)):

In short, my parents worked very, very hard and they really passed on their work ethic to my younger sister and I, and with them working hard, what I saw was you can work really, really, really hard, be a really, really good person and not have much. And also work really, really hard, be a really, really good person, not have much and still be happy. And so the thing for me, when I first moved into the entrepreneurial world, was and even before then, cause I worked in sales, I worked in media for, for a while, and what I realized was that it was possible for me to receive more. And I was very good at upgrading how much money that I had, but I only ever had just enough. Because just enough was what my parents had. And we could still have just enough. So it didn't matter how much I expanded. I never allowed myself to really feel and be abundant. When I started in my entrepreneurial career, I was seeing abundance all around me. I was seeing people have like at the time it was like 10 K months. And that was like, what the fuck? That's possible?

Africa ([00:52:22](#)):

Yes.

Suzy ([00:52:24](#)):

And so for me, and this is where the modeling piece is so important for me generally it's because I'm like, if she can do it, I can do it. My foster parents really instilled in me that like, why not? I'm like, can I play the cello? Like, why not? Can I play the flute? Why not? Like so that why not attitude is really stuck with me. And they're just came a moment in time, and actually very specifically, three years ago, in 2019, I decided that I was earning very good money, but still in that just enough, it came in, it went out, it came in, it went out. And I decided that I was allowed to be in overflow. And I decided that

2020 was gonna be the year that I hit seven figures. And you don't need to hit seven figures in order to be an overflow, by the way, like, not everybody.

Suzy ([00:53:15](#)):

Yes. But I just hadn't allowed it. So I made that decision to go bigger and I made the decision that it was okay for me to have more at the end of the month and, and everything shifted. I changed my business model. I changed my rates. I owned the value of my services. I owned the value of my energy. Like I know what it is now for people to be in my space, and I'm willing to charge accordingly for that. And that feels very, very fucking great. And with the money piece nailed and now it's that how much more joy can I allow into my life? How much more, how much more bliss, how much more ease? How much more connection? Combine all of that with the money, I know that I will die knowing that I really lived an incredible life.

Africa ([00:54:12](#)):

Yes, yes. Oh, I love that. I love, that's a beautiful, beautiful declaration. And I also even as you're talking about the cultivating more joy and more connection and just more freedom and expanding your capacity to just be, to me, I've also found, in business, that having that as a foundation actually allows me to make more money in such an easy and spacious way. So I love that because, especially when you've gone through that process of being like, okay, I want to earn this much. I want to bring my business this much. And once you've seen what you can make happen, then you prioritize those things like joy and connection without sacrificing the financial piece. Yeah. Then the money then just becomes a byproduct of something much more profound and something much more deeper and sustainable. So I love that so much. Ah, that's inspiring.

Suzy ([00:55:06](#)):

The interesting thing is, is that people don't believe that. And it's like actually, no, the more, the more happy you can become, the more money you can make, you know?

Africa ([00:55:15](#)):

Yes, yes.

Suzy ([00:55:15](#)):

The more supported you allow yourself to be, the more money you can make, you know? You think it's the other way around and that's the biggest lie of it all.

Africa ([00:55:26](#)):

Right. And why do you think we sort of think that though? As in why we think it's the money first and then everything comes after? Cause I often think about that.

Suzy ([00:55:35](#)):

I think it's because just that's the way that we grow up. We see our parents struggling or whether they have lots of money. In fact. So for the people that have grown up with not very much money and they've seen their parents struggling and arguing, they think that the reason that they're struggling and arguing is because they don't have a lot of money. Whereas, we all know, and especially you with the type of people that you work with, you know, a lot of fucking rich people. You know, a lot of people with a lot of money who on the inside are struggling. Because they haven't found their center point. They don't know who they are. Their hearts are closed because they feel that they need to, to protect themselves because they've been hurt many, many times over. And so, so much of the work that I am moving into now is really helping people find their center. Helping them feel safe for them to open their hearts. So they can be a conduit for everything that they are actually.

Africa ([00:56:45](#)):

Yes. Yes.

Suzy ([00:56:46](#)):

And when you can come at life and business from that space of truly knowing yourself and loving yourself and valuing yourself, like when I speak to you, the energy that I get is like, you see your greatness, not from an arrogant place, but you really see your greatness, you're centered in it. And it's like, what is beautiful about this conversation is I see the, you know, it's the namaste. I see the light in you, you see the light in me and together, we are just creating more light. Like I'm so excited this conversation to go out. And it's my desire that everybody in and that has nothing to do with your bank balance and nothing to do with my bank balance. You can't see the light in me truly until you can see the light in yourself. So my desire is to work with people so that they understand how fucking valuable they are, understand how great they are. And then from that place, we're gonna like build an abundance of money. Like the money is so much easier for the money to focus in. And you can have the joy and the bliss and the happiness and the financial abundance. Whereas people are like, I'm gonna push, push, push, push, push, push, push, push, push, push. I'm gonna get the financial abundance, and then I'm gonna be happy. It doesn't work like that because money doesn't make you happy. You make

you happy, if you know who you are, you know, yes, most people are doing that work. Whereas there'll be many, many rich people that tell you money doesn't make you happy. It doesn't make you unhappy either, but you know, it's the knowing yourself, it's the know self and value you create.

Africa ([00:58:29](#)):

Yes. I love that. I love that! And you're so right. That's the missing piece that I see, regardless of whether I'm working with a public figure or I'm working with a founder or I'm working with a team member or just an individual, that's usually one of the main things where we, at the end of the day, maybe some people might come to me for business strategy, or they might come to me for some form of consulting or mentorship or coaching. And it's usually people, especially people that are leaders, they're usually very strategic. They kind of, they want something tangible, but then once you do a little I'm picking, you realize that actually it's, it comes back to the self every single time. Because the relationship that you have with yourself and your self esteem, your self worth, how you view the world, that's going to spill into every area of your business and your money. We think we separate. We think everything is so separate, but no, no, no. So I think the work you're doing is so powerful because it speaks to the core and yeah, we tend to dismiss it so much and we think, okay, I just need to do this first. I just need to make the money. And then I'll be happy. Then I'll focus on my relationships and my connection and my wellbeing, then I'll do... No doesn't happen.

Suzy ([00:59:43](#)):

<Laugh> eah. Ah, I would love to know what is your next not level, but what is the elevation? Where are you taking the brand? Like what do you wanna create?

Africa ([00:59:55](#)):

That's something that I'm really thinking about a lot behind the scenes, because something that I realise is that I have taken myself this far with a specific toolkit. You know, I know what's in there. I've been looking at it for years now. I can always trust that it's going to be on the left hand side, top right corner. But now I, I can feel, and I know that I need a new toolkit. So the process that I'm in right now is sort of just opening everything out, laying it on the table, just looking at it again, that whole thing of what's working, what is not working. So something that I'm doing now is just, yeah, I'm, I'm really deep in that process of trying to think of what the rebirth is going to be, because I can feel that it's calling. And also trying to think of where, what platform that rebirth will take shape.

Africa ([01:00:49](#)):

Because if we're speaking in very practical terms, do I put a lot of my energy into sharing my work and my musings on Instagram? Or do I move somewhere else? Do I focus on YouTube? I know that my podcast is one of the main things that I do. I'm writing a book right now because I want something kind of tangible where I can put all of my current thoughts, something that I can hold, something that other people can hold. But I think the landscape of the digital world is changing quite a lot. And I want to invest my time very mindfully. I don't want to waste my time. So I think an answer will come once I just have a think about where am I willing to put my energy and where am I not. What is my capacity and what isn't? Because I want to go really fucking big and I'm going to be taking things really big, but it needs to happen in the right place. So that's my, yeah, so that's what I'm working with right now. So it's not a very neat answer, but it's it's a work in progress. I just know that what's coming is really fucking big. But the specifics of that, we're still looking at the toolkit for now.

Suzy ([01:01:57](#)):

I literally could speak to you for about another six hours. I feel like there is so much that I wanna talk to you about how you started the business and built the platform and all of that. So maybe there's a do over.

Africa ([01:02:12](#)):

I think we might need a part two!

Suzy ([01:02:13](#)):

Yeah, I feel so because there's just so much, thank you so much for your time today. I really appreciate it. You are an extraordinary human being, doing incredible work and I'm so happy to be able to share your magic with people that well, some people that haven't heard of you before, and to say, when I was saying, when I was sharing with my community, that I was interviewing you so many people were just losing their shit. They were just soo "aaaaaa!". Yeah, I'm really happy to have this conversation out there.

Africa ([01:02:48](#)):

Oh, Suzy, thank you so much. I can't wait to give you the biggest hug in person. It's such a pleasure. Because I'm, I'm just thinking about it. If I can feel your energy so intensely and so beautifully in this way, I think it would blow my fucking mind if we were sitting together sharing tea and just having a conversation. So we have to make it happen. But I'm so grateful. I'm so grateful for you and the platform that you're creating and for your courage and your audaciousness. I think the work you are doing is so, so

important. And as a black woman from one to another, I think the spaces that we're carving out individually and collectively through this conversation, I think it's so desperately needed. People need fresh thinking. People need to hear people that are not just regurgitating a very specific type of script. So it's a pleasure to walk alongside you. Thank you so much. Thank you.

Suzy ([01:03:41](#)):

Thank you. Can you tell people where they can find more, more Africa magic?

Africa ([01:03:46](#)):

Yes, absolutely. So on social media, you can find me on Instagram. It's at Africa Brooke. And I have just recently joined to, and I'm very excited to give it a try. I've actually so excited to have fun. So you can find me over there at Africa Brooke. And I do have a podcast it's called Beyond The Self. It's all about how to focus on what you can control. I really want to peel the layers back from just the fluffy surface level self-help approach to conversations and the human experience. So you can find all of my unfiltered thoughts on there, but it's also very tangible and practical. So that's beyond the self and my website, www.africabrooke.com. You can find out about my work, if you want to continue the conversation, find out how to work with me, you can find me over there. And yeah, that's where I hang out online.

Suzy ([01:04:39](#)):

Thank you so so much. I hope that you have loved this episode as much as I have. Please do us both a favour. If you feel called and aligned, please share this with your communities. Tag us, tell us what your favourite pieces were. And I will see you next time. And in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles