

The Limitless Experience Podcast

How to become an idea machine

Transcript

Suzy:

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Maybe you have an offer suite that you have nailed down to the nth degree and you've got everything covered. You've got your low, you've got your mid, you've got your high or your nailing premium or your nailing mid-ticket. It doesn't matter. Like if you, if yours are good, your offers are good. But then where are you thinking? Where is your creativity?

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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 SuzyAshworth here. And I wanna welcome you to this episode of the Limitless Life Experience podcast! And I wanna talk to you today about becoming an idea machine. It's really interesting. I've heard a couple of coaches recently talk about the fact that if you're in the online coaching business, you are paid for stories and I don't necessarily think that that is true. I think that when you can become a great storyteller, it is super, super helpful. Why? Because people buy based on emotions, and if you can tell a great story, you can help somebody feel. And so that is definitely an element, but it's not the story. It's the idea. And I believe that as entrepreneurs, it is our job to be coming up with new ideas that we can then tell stories about every single day.

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And it's so interesting to me when my business is at its most flowy. When my business is at its most supportive and generous and loving towards me, it's when I'm feeding it with ideas. Now, depending on what stage of the journey you are in, sometimes those ideas, it needs to be offers. You know,

it needs to be opportunities for your clients to come or potential clients to come and work with you or buy your product, buy your service, and you need to be coming up with ideas. Or maybe you have an offer suite that you have nailed down to the nth degree and you've got everything covered. You've got your low, you've got your mid you've got your high or your nailing premium or your nailing mid-ticket. It doesn't matter. If yours are good, yours are good. But then where are you thinking?

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Where is your creativity? What ideas should you be tapping into on a daily basis? Then for me, it's about delivery. Like, is this the most optimum experience that a client is having? Or then it's about content? You know, how do I get my business in front of more eyeballs? And how do I do that in a way that doesn't feel like I am just adding to the noise of more and more and more new coaches every day, or adding to the noise of the influencer coaches everyday? Like how do I do that in a way that connects with my dreamboat client? And your job is to come up with ideas that you can then tell stories about. So I wanted to share with you one very, very simple tip that has definitely contributed to me making millions of pounds over the lifetime of my business.

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When it comes to generating new ideas. It's so simple and it was gifted to me by a coach called Katrina Ruth. So I wanna give her props, but it's something that I have done. Not always as regularly as what I am gonna recommend for you, but for sure, like I said, when my business is at its most flowy, most generous, most supportive, this is a regular practice. And all it is is just coming up with 10 new ideas every single day. That's it. 10 new ideas, 10 new ideas for making money. Used to be 10 new ideas for creating 10 K. It could be 10 new blog posts. It could be 10 Instagram posts. It could be 10 ideas for Instagram stories. Be whatever you want it to be. But the practice of writing down 10 different ideas, what it does is stretch your creativity muscle.

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And what you'll find is frequently, sometimes 10 out of 10 of those ideas will be rubbish, but often there's one or two good ones. There's one or two that make you feel a bit tingly and you'll be like, oh, there's something here. And as soon as you get that tingly, oh, there's something here, you start to ask yourself, what's the problem it solves? Or what's the transformation it can facilitate? How does it help people shift people's perspective? Why could this be important? And in the asking of those questions, you start to build

your story and it's here that the magic starts to be created. It's here. If you then take that story, take that idea and do something with it that you start to build momentum. And this is something that I have been thinking a lot about recently, but that is another podcast, which I will bring back to your earbuds another time.

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In the meantime, I want you to start giving yourself permission to own the identity of an idea machine. And maybe you wanna share some of your ideas with me, or if you need me to sign a non disclaimer agreement. So I don't steal any of them also fine. <laugh> even better than sharing them with me would be taking the golden nuggets and sharing them with your clients or potential clients with a call to action saying, come and play with me today. That would be the real aim of the game. So with that, I'm gonna leave you. I hope that this has given you some food for thought. And I have to say that I really want you to know that this is coming from somebody who uses this as a multiple seven figure entrepreneur. This is not just something for baby entrepreneurs. It's my desire to be in this business for at least the next 10 years and what is required in order to ensure that I am not the next blockbuster is to be thinking to be innovating, to be creative. So having a regular practice around creating new ideas is really, really freaking important. What you do with the next will determine whether you're gonna make it at the levels that you desire to make it or not.

(08:12):

Okay. The first goodbye was a fake one. This is the real one. I hope that you enjoy this episode, hit me up in my DMS or over in the quantum success hub. If you wanna share some love, you know that I always appreciate it. And in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles