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This is the Infinite receiving podcast, helping conscious leaders like you tap into a wealth of abundance across all areas of your life and business. My name is Susie Ashworth. I am a single mum of three and author of the Sunday Times bestselling book Infinite receiving. Crack the code to conscious wealth creation and finally manifest your dream life. On this show, I'll be sharing with you how you can upgrade your identity and your reality to create the life that you have been dreaming of because you are ready to be an infinite receiver. Oh, hello. Hello you gorgeous human being. It is Suzy Ashworth here and you are listening to the Infinite receiving podcast. I hope you're gonna love this episode. I was contemplating the question, should I go all in one thing in my business or should I have many things?

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I was thinking about this question in relation to offers and different people's approaches and the reality is that there isn't actually a right answer for this. I know extraordinary people who are launching multiple times a month and making millions. I know extraordinary people who are sharing about three or four different offers in different parts of the world doing different things daily. And then there are people who are like, I want to do something extraordinary. I want to do it with this one program. I am putting all of my eggs in this basket and this is what I am focused on. And we are going to have a bricking party when this comes off. And sometimes it comes off and other times it doesn't. It doesn't mean that one thing is better than the other because it is all very individual.

02:08

There isn't one right way to do business. It's there was only one mic. Wait. We would all be trillionaires. But that is not the case. So instead of thinking about should I do many programs or should I do one program, I started to rethink the question and the question became what is the one thing I should go all in on when it comes to my business? And the answer was so obvious. The answer is you. You are the one thing that you need to go all in on when it comes to building your business. You first, you second, you third, you know, you want to be thinking about how do I feel today? What do I believe today? What feels exciting like how you feel?

03:01

Whilst I don't think should dictate whether you show up sell, which you should be doing every day, whilst I don't think it should dictate what it is that you are messaging, which unless you have systems and processes in place that are doing that outside of your organic posting, then I think that you should post every day. Why? Because if you are not visible, if you haven't built up the systems, the processes, the reputation, the brand, when you don't show up, other people do. I know that is not the most popular thing to say in business right now. Everybody wants to say, you know, you can disappear for a whole month and then show back up and your energy will draw everybody to you. It's just not my experience.

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And it's now not my experience of working with hundreds if not thousands of people through my programs over the last decade. It is just not my experience. It works that way. And the people who speak that from a place of authenticity and truth, because that is the experience they are living before they got to that point. They were hella consistent. They were the people that were doing lives every day, posting twice a day on Facebook or Instagram or wherever it is, before they got to the place of I can just show up whenever I want because I have nailed my recurring revenue to such an extent that I can do that. They were consistently showing up anyway. I digress. This isn't about how frequently you show up or not. It's about going all in on yourself. And I think that it's really easy.

04:42

Also wildly crazy that we can often, when it comes to our self care, when it comes to our self awareness, when it comes to our self analysis, that it can completely fall between the cracks as we focus our attention on the business and what do we think the next thing is that we should be selling and how should we do it and how am I going to master the masterclass and the webinar and the challenge and what do I do next and how do I get it right and everything is externally focused. The belief is if I can get these external factors just nailed, then I'm going to have time to think about me then when I have time to have a bubble bath. By the way, I'm not suggesting that your self care is having a bubble bath, although that's nice.

05:28

I am talking about your internal environment and what a difference it makes when you have a regulated nervous system. When you look at yourself and you're like, I've got this, I'm doing this is inevitable. And it is way more challenging to do that when you are looking for the perfect strategy and putting all of your power outside of yourself. Not only is all of your power outside of yourself, but the energy and attention and most importantly, intention required to make sure that your internal infrastructure, your internal environment is sound is thriving. If you think about what is going on the inside as your fertilizer. We want to make sure that fertilizer is like the most pristine shit you can possibly imagine, pun intended.

06:32

We want to make sure that everything that you are planting, and if we think about your ideas as the seeds that you are seeding, you are planting your plants, your flowers, your grasses into the most exquisite soil, because it is what the ideas experience within the soil, within your internal environment that's going to dictate how they bloom, if they bloom, and the quality of the blooms. You know, that's your webinar, that's your masterclass. That is whatever strategy you decide to employ before you go all in on any external project, you have to go all in on yourself. And that is believing in yourself. It's nourishing yourself. It's asking what it is that you need today in order to feel alive, engaged, turned up, turned on, tuned in. What are the things that I need in order to feel that way and really noticing?

07:41

You can have throughout the day moments where you feel really on it and then moments where you dip. And what I want you to be aware of is one, when you are dipping, and two, what are the stories that you are telling yourself? Where is the doubt crept in. Where is the unworthiness crept in. Where is the I don't deserve this crept in? So that you are able to address it, retool, you know, maybe put some more fresh fertilizer on top. You get to pull out anything that is not serving you. And when I say pull out, I do not mean bypass. I mean using the tools to first observe, sit with, listen to. What is the message that I'm not hearing? What part of me is afraid right now? What part of me is in fear? What part of me feels repressed?

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What part of me is in shame so that I can work with that part of me, alchemize the emotion or integrate it. Whatever is going to be of highest service to you and everybody else that you are coming into contact with. Whatever is going to be in highest service for you, primarily for you first, and then everybody else that you come into contact with for the rest of the day. I want to invite you to ask yourself the question right here, right now. If I were willing to go all in on me, what would I choose for myself? And you can keep it broad and open like that, or you can go narrow. What would I choose for myself with this podcast? What would I choose for myself for this podcast recording?

09:24

What would I choose for my breakfast if I was going all in on me and making sure that my internal environment was being nourished with the best fertilizer. What would I choose? Start asking yourself that question over and over again and see how your decisions change. See how your behavior gets to be optimized. And most importantly, notice how you feel. Because from that place, when it comes to generating ideas, when it comes to being more creative, when it comes to just generally being more excited, you are stacking the odds in your favour for all of those things to be infinitely more easy. Okay? I hope that you love this little golden nugget. There is a lot that can be done in just eleven minutes.

10:16

And whilst I have you here, I want to let you know about a brand new initiative that I am going to be running in person live on the 27 June. It is a business accelerator day. It's going to be an intimate event to be no more, certainly no more than ten people and we will be in central London. If you would love to come and mastermind with me for the day, then please drop me a DM on Instagram with the word accelerate or email the team on heyusyashworth.com and we will send you an application form. You have to be free on the 27 June. We're going to be running it from ten in the morning until four in the afternoon. It's going to be bloody brilliant, right?

11:16

I love you very much and if this has been cool, if this has been thought provoking, if this has stirred up anything for you and you have somebody in your world that you know would benefit from hearing this, please share the show. And in the meantime, please remember that faith plus action equals miracles. Thank you for listening to infinite receiving with me, Susie Ashworth. I'd love to share with you my infinite receiving activation audio go to susyashworth.com.
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