
 *Speaker 1* - **00:08**


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.

 *Speaker 2* - **00:18**

My name is Susie Ashworth.

 *Speaker 1* - **00:20**

I am a single mum of three and author of the Sunday Times best selling 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.

 *Speaker 2* - **00:53**

Hello, hello, you gorgeous human being. It is Susie Ashworth here and you are listening to the Infinite receiving podcast. Gosh, I went for that, didn't I? That was good. That felt really good. I'm just going to dive straight on in. Today. I want to talk to you about the secret to transforming your failures into your fortunes. I mean, how many of you would love to be able to turn every failure that you experienced into your fortune? I just love this idea because we have such a messed up relationship with failure. So many of us avoid starting the thing that we know, we absolutely know that we are yearning for, that we truly desire, because we are afraid of messing up. And conversely, so many of us fail to finish the things that we have started because we are anticipating ourselves failing.



Speaker 2 - **02:08**

So we just give up. I was the queen of this. This was absolutely my mo for many years. You know, I talk about the fact that I dropped out of school after my GCSE's. I actually started my a levels. So this is for people who are listening from abroad. This is like the next step after you have kind of got your basic qualifications. So in the UK it's GCSE's. Then you go on to sit your a levels. In Europe, it's your baccalaureate. And I'm not actually sure what it is in the States. And I had signed up for media studies and I think English, I think actually I only signed up for two and I went to a few classes. I loved media studies, actually.



Speaker 2 - **03:00**

I found it so interesting to see the way that stories were crafted and how the hero's journey played out in soap operas, in films, in all of the things. I found it really stimulating. And at the same time, school wasn't a priority for me. And because I prioritized partying and looking for love in all of the wrong places, I very quickly began to feel the fear. I began to feel the fear of failure. I worried about how it would be to disappoint myself to go through the next two years and end up failing. It just wasn't something that I was willing to risk. You know, the reality was, is that I did not think that I was good enough. And so I dropped out.



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And that feeling of you're not going to make this was compounded then also by the passing of my mother, which I'd already dropped out after she. When she had passed. But that feeling of, you're not good enough, you're on a fast road to nowhere that was very present at that time. And I want you to know that so many times when it comes to you making invitations for people to step into your program, step into working one to one with you, people are saying not because they don't trust you, not because they don't think that your system is going to work, but because they don't trust themselves. Because there have been so many times where they have tried to create something for themselves and then life has happened, or they stopped happening and the only result was going to be failure.



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So they stop starting, they stop betting on themselves, or equally as bad, they start and think that this is the only time they're going to have to make the decision to bet on themselves and quickly forget that it's something that you have to do again and again and again. You have to be willing to pick yourself up and dust yourself off thousands of times when you are in business because there will be so many roadblocks, so many bumps in the road. Even when you know, I'm recording this podcast, which is pretty. It's a straightforward thing, right? You just have to plug in your microphone and you're good to go. Except it's not. And if you have been a listener for a while, you will know that it's not.



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Sometimes you experience me in that place of imperfection because it is better to progress and keep going than to stop. But it can be wildly frustrating. And that is part of the journey of entrepreneurship. It's part of the journey of evolution, being able to progress imperfectly and deal with the failures. I think that it's the feeling of disappointment in yourself as well when you know that there is deep potential. Like you know that there is something great within you. And also that potential is going to require a certain set of standards from you. And those standards, you're afraid of those standards because they are higher. There is more being asked of you than what has been asked of you to get to this stage in your business, in your personal growth, in your relationship. Am I worthy? Can I do this?



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What if I fail? What if I fail publicly? What if people see me failing, shouldn't I already know this? But I don't think that I do know this. And, you know, the stories go on and on and on. And so this fear of failure stops us from doing the things that were born to do, supposed to learn, in order for us to progress. So what we need to do is change our relationship with failure so we are no longer afraid of it. You know, we want to get into the place where we can eat failure for breakfast. We're never going to be able to eliminate failure from our roadmap.



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It's impossible to do that because every single time you try something new, there's going to be things that you have to learn to along the way to really optimize that learning, to be able to gain wisdom from the experience. Like, it's impossible for everything to go right all of the time. Which is why I say to people, when you're in your saboteur mode, you are fighting a losing battle. The saboteur archetype wants to know the outcome to all 256 potential pitfalls before they are willing to make a step. You know, this is the anxiety character, again, from inside out to life doesn't work like that. You can't possibly anticipate all of the places that you might mess up before you take a step. And I'm not saying don't plan, I'm not saying don't think about it at all.



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I'm not saying go into it blindly, like have your roadmap and then understand that once you're in it, you're going to need to be flexible. You know, that's the first part of it. But really, the gold here, the nugget is really understanding that every single failure is a gift. Every single failure is an opportunity for you to learn something that you didn't know before. You know, this is infinite receiving inaction. This is how we can go from unconscious co creating to conscious co creating by looking at what has happened and asking yourself here, what was the lesson for me? What did I learn and what can I apply next time? And in an ideal world, we want to apply what we've learned so that we don't have to make the same mistake again. But often that doesn't happen.



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Often we will make the same mistake again. But how quickly do you notice, you know, that again is the progress piece, that is the permission slip to not be flagellating yourself for creating the same error again. If we can notice more quickly, then we are moving, we are evolving. I used to talk about the bounce back factor when it came to my moods and emotions. You know, I was such a fiery, explosive individual. And, you know, once I'd lost it, I could go for days. You know, I could be really on the edge for days. So it would take one conversation 1ft out of place and I'd be exploding again. I still have an explosive personality, but it comes out so much less. And then when it does come out, I'm able to very quickly notice that I'm not in my heist.



Speaker 2 - **10:47**

And the only battle that I really am in is not with who I think I'm in a battle in. I'm in a battle with myself and my willingness to choose peace over being right or needing to be seen or heard or perceived in a certain way. And believe me, as with everything I share, it's still a work in progress. But that bounce back factor, oh, to be able to save yourself days of frustration and desire to control and manipulate, that was just revolutionary for me. And we get to apply the same lesson to your experience of failure, particularly when you're seeing yourself in a repeating pattern. How quickly can you catch it? And what is the lesson that you have yet to embody, that you have yet to truly learn? When you're able to see, oh, this is the thing.




Speaker 2 - **11:47**

I'm still not doing x. Then you can go into the study, how does it serve me? How has it been serving me? And how has it been serving me? And what is it that I am still avoiding? Those two questions. Those two questions are the gold that will mean that the next time a situation comes up like that, you will reduce the gap even more quickly because you're bringing that unconscious avoidance into your conscious awareness. And once you see something you can't unsee, so you have to very deliberately say, I'm avoiding this and I don't care, or I'm avoiding this. Okay, what do I need to do differently? And the better you become at asking those questions. So really reviewing your failures, the better you become at that, the more you will be able to optimize.



Speaker 2 - **12:43**


And you understand that every single failure that you experience becomes the building blocks for how you create your fortunes. And that's exciting. That means that rather than being afraid of failing, I can welcome it because I understand that it's in the gold. It's in those failures is my gold. So whilst I'm not going to be like, yay, yay, show me where I can fail, what is true is that I don't have to be afraid of failing. I don't have to stop because I think that I might fail. If I fail. What is the gift? And then how do I use that as a building block for creating my fortune? I hope that you have got something from this episode.

 *Speaker 2* - **13:33**


I hope that you are really able to take this invitation and notice where you have been in avoidance, where you've been holding back from saying yes to something because you are afraid of failing and look to see where you are able to shift that so that you are able to take action in alignment with your desires versus inaction in alignment with your fear. Hit me up. You know I love it when you tag me on socials or shoot me a DM. Let me know what your biggest takeaway has been from this episode and if you could share this with a friend, somebody that you think would benefit from this, I would deeply appreciate it. And in the meantime, please remember that faith plus action equals miracles.

 *Speaker 1* - **14:26**

Thank you for listening to infinite receiving with me, Susie Ashworth.

 *Speaker 2* - **14:30**

I'd love to share with you my.

 *Speaker 1* - **14:32**

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