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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.

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I would first of all use my name, then give some kind of description as to what I was. So if I was a business mindset mentor, I would say business mindset mentor. The reason I cannot do that with my own is because I have to use my official name because I've got a blue tick now, which means I like to have how I'm actually identified below, which is Susie. And then I would make sure that my bio is speaking directly to the humans that I'm helping. So I help coaches create multiple five figure revenue streams from live events and retreats through mindset tools skill set. So, like, who do I help, what do I do, and how do I help people? Those are the things that I would include in my bio with a clear call to action.

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So basically, go and take a look at my bio now. That's exactly what I would do if I was starting again. And then from a content perspective, I would still be using reels. There was announcement, I think made last week that actually that Instagram had weighted too much on reels. So now carousels and stills were going to be from an algorithm perspective, they were even. I would still use reels as a way to look to get my message out to more people. When I was using reels, I would choose to go with very broad messaging. So everything that I teach around messaging usually, which is to go very niche and very specific. If I'm just starting out again, I wouldn't do that.

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I would go abroad in order to reach more people with my reels, and then I would go very narrow and specific with my actual target audience. And I would play that game of.

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Trying to increase my reach and then.

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Offering very specific value for my specific people. I would also look to see who was a complementary service provider that had the same audience, and I would see where can I collab in order to gain the halo effect from the know like and trust that they already have with their audience. I'd also be looking to build peer to peer relationships that don't involve us collabing right from the get go. But we're building genuine relationships so that when we are ready, when somebody does have a good idea, they would be the first person or I would be the first person that people would choose to work with. I would also be hella consistent. I would be posting seven times a week. So those are all the things that I would do.

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Thank you for listening to infinite receiving with me. Suzy Ashworth I'd love to share with you my infinite receiving activation audio. Go to [susieashworth.com](http://susieashworth.com) activateinfinireeceiving.