

00:00

Foreign 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 mom 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. Hello, hello you gorgeous, gorgeous human beings. Welcome to the Infinite Receiving Podcast with me, your host, Susie, Mother Truck and S. Worth. And I am super excited to be back in your earbuds. This is the first week of January. I am fired up. I am ready to go.

01:15

I'm just really holding the energy of this being such an extraordinary year for myself and everybody who comes into my orbit. That is the vision, that is the wish. And I have put into action new things already that I know are going to make a huge difference to our business this year. Now what I wanted to share with you is the planning process that I've done personally and what I've brought into the team for our first strategy meeting of the year. And I encourage you, if you haven't done this already, to have a listen, take some notes, take what resonates with you, and leave what doesn't. I did my own personal plan. I used a book called Best Year yet by Ginny Ditzler and I thought that was a really great book. Super helpful in helping me create my anchor.

02:18

So I go through a process of personally identifying all of the roles that I play and creating a personal kind of vision statement for the year. I have vision for each of those roles and then I prioritize what my most important roles are going to be. And usually I always put mother first because that is the most important role that I play and because I feel really bloody good where I am in terms of my mothering. I'm definitely not getting everything right by any stretch of the imagination, but the work that I have done over the last three years means that I feel like I'm in such a really good place that I am choosing my focus role in terms of what is the place where I need to put my attention in order to get the results that I want.

03:15

This year is CEO doesn't mean that I'm neglecting my mothering duties. It's just that there is a real clear focus for me that if I'm going to take this business to where I want it to be, then CEO has to be the thing that I focus on, because that is the area where when I kind of graded myself on all of the different roles I play. So mother, sister, friend, creative healer, priestess in training, CEO, like, that was the one where I'm like, oh, we can do much better than where you currently are at. So I did my own personal visioning, creating my anchor statement. And what's super great with that is this year I have printed it out one page and it is on the inside cover of my diary.

04:03

But you can, as I have done in previous years, which record your anchor statement, record all of the roles, what's important to you, what it is that you want to create. And you can listen to that on a daily basis. And the reason it's called anchor is because when you listen to it on a daily basis, it really goes in. This time I'm using visuals to help and so far, so great. So I've done that planning before. I come into the strategy session. First step is to review. In order to create any transformation in any area of your life or business, you have to know where you are at. And particularly in business, understanding how you got to that place is super helpful. So you want to identify your wins and be able to say why you think that those wins were successful.

04:51

What were the lessons that you got from those wins? And then you want to be able to identify the failures. Why weren't these things successful? And from that analysis, you are going to see patterns. And those patterns get to become guiding principles that you take into your year, your quarter, your month, whenever you choose to do this kind of planning session. Mine were. And when I say mine, what was really interesting is I did this personally. But when the team shared themes were universal. When were successful is because we prioritized, we planned, and we automated where possible. And then for me, very personally, where I was successful within the business all came down to community and collaboration. And so investing in relationships becomes a guiding principle.

05:46

And then the third place, when I was successful or when were successful as a team, when weren't successful, is just when went through the finish line. When you take your foot off the pedal, that is where you lose. So they become the guiding principles for how the team are going to be approaching everything. So first part is to review what patterns do you notice? And the way that we did it is we looked at a personal success and a professional success and failure. And the personal successes, along with why you felt they were Successful was super insightful. So if you have time, the space, I encourage you to do personal and professional. Then we looked at revenue. What is the revenue that we want to create?

06:35

And actually because I am using the 12 week plan process of planning out activities that enable you to ensure your goals are inevitable, we looked at the quarter, we looked at this first 12 weeks and asked ourselves what is it that we want to grow? And my growth projections for a couple of reasons are quite aggressive for this first 12 weeks and how I got to that number is to look at what we did last year and think if were able to do that last year with this level of resource, then what should we be able to do this year with this new resource? So one of the decisions that I made after looking at where were successful and where we failed last year is understanding, you know, the second principle that I talk about infinite receiving is increasing my level of support.

07:39

How can I open myself up to receiving more without doing more is allow myself to be supported. So we haven't had an external sales person in our team for a really long time. We've worked with somebody who is not an employee, but she's been in my business really for maybe like the last eight years. So she feels like part of the team, but she isn't and doesn't have the capacity to be a full time member of the team. And so it's like, right, if I want to increase my revenue and I know that I am primarily focused on high ticket offers, it absolutely makes sense for me to be doing less of the sales because my primary focus is CEO this year. And with the expansion of the business, the coaches on the team are going to be focused on delivery and creation.

08:45

We need to bring on an extra salesperson. And so having a dedicated sales member being able to go into DMs, set appointments, invite people onto a call, that is significant. And so therefore, if we have this additional resource along with in October we took on a Facebook ads team for the first time again in years. So if we have leads, we have a salesperson. These two things mean that these first 12 weeks I can afford to be really aggressive in my revenue target and it feels exciting and bum squeaky. So the question is, what do you want for your first 12 weeks? Or perhaps you want to do the traditional year, but what do you want for your year? And there should be growth. You know, you're listening to the podcast of Susie Ashworth which is all about receiving infinitely.

09:51

It's all about moving beyond the limitations of what has been before, really knowing that what has been before doesn't determine what gets to happen now, you know, I am the creator of the Quantum shift event, the leap lady. And so I want everybody listening to this to be asking themselves, if I'm just looking for 5% or 10% or I'm just raising

my rates by 50 quid, what support do I need to step into in order to approach this radically differently, in order to get a radically different result? It always, first of all, starts with shifting your perception about what you know you are capable of creating and allowing if you have the right systems, processes, tools and people in place. And actually, for the majority of you, it's a lot less than what you think.

10:47

Like, the biggest shift comes in what is happening between your ears. So if you, when you think about your goals, maybe you've not set any because you're afraid of disappointing yourself again, or maybe you've set them and they're not actually that radically different from last year. You don't feel that excited about it. Please, for the love of God, get yourself to Quantum Shift. That's happening on the 24th through to the 26th of January, live in London, Hyde park, because it's in there. I promise you, with the content that I have planned for you can't help but have a shift in perspective. And that is the first step to creating any significant change in your life.

11:35

And once you have the shift in perspective, you can then start to ask yourself, who or what do I get to put in place to help me create this? And then you just do it and you do it. So if you haven't got yourself a ticket yet. [www.susiashworth.com](http://www.susiashworth.com) forward/, Quantum Shift 24 to 26 January. I think that we have seven VIP spaces left available. If you grab a VIP ticket, then you can come to my future. You pre party, you get exclusive access to me, we get to do some Q A. I've got a special guest who will blow your mind. Like, just. It's going to be super fun. So, yeah, get yourself over to the website and come and play. So, revenue goals for the first 12 weeks, six months, one year.

12:27

What needs to happen then on a daily basis in order for you to ensure the revenue is hit? So that would be one area of focus. And then for me, I have two other core areas of focus and this is taken out of the playbook of one of my old mentors, the lovely Kelly Roach. And it was something that she said around making it really clear for her and her team that the number of active clients going up every single week, that is a really good focus. And it's true. If we have more clients coming into the business one, and if we have more of our clients renewing, if we have more of our clients moving upgrading into different offers, if we focus our attention on increasing the number of active clients every single week, we can't help but grow the revenue.

13:34

So it makes sense to be measuring the revenue and measuring the number of active clients. If we're getting new people in, but nobody is staying or renewing or upgrading, we know that there is something that we get to work on. There's important work that we have to work on within the business in order to create more sustainability within our ecosystem. I'm going to do a whole podcast on this, so I'm just going touch upon it here. The reason why going through the finish line becomes a guiding principle is because often we last year were not going through the finish line because were getting dragged into working on urgent work versus important work. The important work is stuff that creates a sustainability within the business. It keeps the ecosystem going. It's stuff that is.

14:27

I don't necessarily know that you would class it as boring, but it's the non firefighting stuff. So it always gets put to the bottom of the pile. So it might be, I want to create this resource for when I'm onboarding somebody into my program. They know this, this, they know exactly where to go, exactly what to do, exactly when this is happening, exactly when that's happening, because that's not an urgent thing. When something urgent comes up, that onboarding gets put to the bottom of the pile because it's not urgent. The problem with that is that onboarding document is important because that first 100 days of a client being in your space will determine how likely it is for them to renew, refer or upgrade.

15:17

And so our job this year, certainly this 12 weeks, what I've been hammering into the team is that we have to create time to do the important work first. And as we do more of the important work, there will be less urgent things that come up. This is a big culture shift for many of us because we are either doing the unimportant things because we're trying to distract ourselves from the important things, we're trying doing the urgent things and then we don't have time for the important things. So it's just a big culture shift for many people who are not getting the results that they want to do. I can guarantee that you're spending time in the unimportant and the urgent matrix. Anyway, I said that I'm going to do a whole podcast on that and I will do. But revenue is one focus.

16:08

Active clients is another focus. And then the third focus is how many calls are we booking? How many people do we have in our calendar to have conversations with? And if you don't have enough people booked in for calls, you can't increase your revenue. And so those are the three key areas of focus. And so for us as a team, what we are looking at is creating content where there are calls to action, making sure that we have consistent connections are being made on a daily basis. And I have said this many times. I've said, ask for the sale six times a day. And asking for the sale six times a day is the minimum amount that you need to do on a consistent basis. That is five days a week for you to have a really good business.

16:59

And that number has been true for over a decade. Asking for the sale six times a day. The way that we do this is create a piece of content that you're sharing in at least six places. There's and to this now, and you can do that on a mass level every single day. You will have a really good business. If you add connecting with people. And this is something that I don't think that I have been as explicit about outside of my sales containers as what I am being now.

17:39

But connecting with people on a daily basis, if you create some content that you share in six places and then you make sure that the people that are in your world, in your ecosystem, are receiving a comment on their post, a dm, if they've expressed an interest in something or you're saying, how are you getting on with this? You're creating conversations and you do that with at least 10 people every single day, you won't just have a great year, you will have an extraordinary year. So these things, creating content, sharing in six places and then the minimum of 10 connections every single day are what our team are focused on for this first 12 weeks in order to hit our first 12 week goal. And this feels super exciting. So I'm going to put it back to you.

18:44

What are the three things maximum you as a business owner are going to focus on either this year or this quarter. And then when you look at those three things, what needs to happen? And so I should say that one additional piece is 10 connections. From those 10 connections, two invitations onto a call. So let's say that you spend your first week making sure that you're having 10 connections every single day. So you've connected with 50 people and then you've also shared five pieces of content which you've shared in six different places that have call to action. Some of those conversations are going to be oh, I saw you comment on this. I made a post about that. I think that this actually might be quite helpful for the thing that you're solving.

19:33

Let me know if you want to hop on a call to have a chat about it. It can be as soft as that, but your commitment is to make sure that at least two people every single day you're actually inviting to have a deeper conversation with you. Those invitations will ultimately lead to people booking calls and so therefore we have our revenue target, we have

calls booked and we have active clients. These are the things that we get to measure. These are the activities that we need to do in order to increase those. In order to honour the increase in revenue that I'm asking for. We have a new salesperson and we have new lead flows through our Facebook ads. So extra support, extra skill set, extra resource in order to build something bigger. And actually none of that is on the floor.

**20:39**

Extra work for me. It is on the business CEO strategic stuff that I have to do, but none of it is on the floor. This is going to be different for you depending on where you are in your business, but I really hope that this is helpful. The two resources that I have mentioned that have helped me create this are the 12 week year and your best year yet by Jenny Ditzler. If this has been helpful, please drop me a DM to let me know and share with a friend. Share with somebody that you think will find this super helpful. I will appreciate you forever and I look forward to being in your earbuds shortly. Please remember that it's faith plus action that equals miracles. Thank you for listening to Infinite Receiving with me. Susie Ashworth.

**21:32**

I'd love to share with you my Infinite Receiving activation audio. Go to [susieashworth.com](https://susieashworth.com) Activate Infinite Receiving.