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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 human being. Welcome to the Infinite Receiving podcast. I feel good, I feel hot, I'm feeling spicy, I'm feeling vibey. I am feeling all of the things today and it feels so freaking good.

01:08

If you have not already got my book, which is over a year old now, which in and of itself blows my mind, Infinite Receiving. Crack the code to conscious wealth creation and finally manifest your dream life. You should get it. We give it away for free, just poses and packaging. If you check out my website, you will definitely see a link for it. The reason I mention it straight up, straight on in there is because the way that I am feeling today I have described in the book and that is when you're feeling all of the vibes for no specific reason and you're not just feeling the vibes as in thinking the vibes, thinking, God, I think I feel really good.

01:59

And it be an intellectual thing, but the feeling of the vibes in your body, that experience you get when the heart just feels more expanded, when you are more aware of your own energy and the energy feels really good. I suppose the best way for me to describe it is almost like your body is producing oxytocin. Oxytocin is the hormone of love and you experience it when you're looking at somebody that you love. Mothers have the experience of having those bursts of oxytocin as they're looking down at their babies or you are in front of the most wonderful sunset and you're just like, wow. You are in awe of life and it feels so good. It is that experience, but with nothing in particular happening that is the frequency of infinite receiving.

03:04

And it's one of the symptoms, the telltale signs that you are in that slipstream and it feels so good. There is so many things in my life right now that are things I've written about, are things I have actually written about. And I am the living truth, the living example of those things right now. And it feels so good. I just have so many things to say about the Lessons in the books that have supported me when times have been tough, that have supported me in really knowing who it is I am and really valuing who it is that I am and who it is that I am becoming when externally, materially, business wise, relationship wise, friendship wise, whatever it is that you want to look at.

04:04

There are often measures of success, the measures of why somebody should feel successful when any or all of those things have been going to shit. Being able to lean on the pillars of that book is why I feel like I feel today for no specific reason and it feels so good. So I'm really happy to be able to share this frequency with you today. And what else I desire to talk about is something that is just very strategic. And I really want you to hear me when I talk about how important this is. And I also want to say that there are a million ways to skin a cat. And I'm sure that if you look even not that hard, you will hear somebody who is saying everything that I am saying right now is hogwash. And I'm okay with that. I.

05:04

I am really okay with that. I have now been doing this for 12 years. I have helped thousands of people. And what I know to be true in my own personal lived experience in my own businesses. And what is also true for the majority, not all, but for the majority of people that I work with, particularly people who are coming to me and something isn't working, they've plateaued out or they are. They barely feel like they're getting off the start line. It's because of this thing that I'm about to share with you.

**05:43**

And I know that for some of you who are feeling stuck, who have been going around in circles, irrespective of whether you are looking to make your first six figures or you're looking to move into the million pound range, I promise you, if you have plateaued, doing this one thing will kickstart you again. You don't have to stay there if you are, you know, at the multiple six figure level and going into seven figures, I'm not saying that you have to stay here, but this is such an easy thing for you to do to kickstart you again. Now, if you are looking to make your first six figures, I recommend that you do stick with this. Like you bite the bullet when it comes to your resistance around this. Understand that most people's resistance around this is a story of scarcity.

**06:43**

It's a story of not enoughness. Whether that is, I am not enough to focus my attention in this direction or there are not enough clients in this bracket to focus my attention on. It is a frequency of scarcity. And when you are operating from this frequency in your life, you will find evidence to support your belief everywhere you look. And you might say, okay, Suze, if that is true, why is it that if I believe the opposite of what you're saying, I'm also not getting a result? And I would say that the reason that believing the opposite isn't getting you a result is because you're not big enough yet. You're not well known enough yet. You don't have the platform. You haven't built up the trust.

**07:41**

And I would say actually even more so than big enough and built up the platform, you do not have the trust. So what is it that I am talking about? Wait for it. Wait for it. Drum roll, please. I am talking about specificity. Oh, my God. Like, I know that I have grown so much in my life because there was a time when I couldn't say specificity. In fact, as soon as I stopped thinking about it does get a little tangled. But there was a time in my life where I could not say that word. And now it just rolls off the tongue. This is how much I have evolved. I am talking about being specific when it comes to who it is that you can help. And you might say, suze, this is so freaking basic. Suze, this is so foundational.

**08:33**

And I'm going to say, yes, it is basic, yes, it is foundational. But when you don't build your house on solid foundations, nothing else works for any sustained period of time. We've all heard of the Three Little Pigs, right? The straw house looked amazing until the big bad wolf came and blew it down. The stick house looked absolutely luscious until the big bad wolf turned up and set it on fire. The only house that sustained that wild, ravishing animal was the brick house. It was built with solid foundations. And it is the same in business. Now, I really like, I hear it so often, and I've even played around with this myself, like, you are the niche. You do not have to pick a specific person.

**09:35**

And even with you are the niche, there is a certain mindset that is required and necessary for you to attract an energetic match for what it is that you're talking about. And as soon as you recognize that, you start telling very specific stories that meet the match of who it is that you are looking for. And as soon as we are telling a specific story, there's the niche. So it doesn't matter whether you start as the niche or whether you are directing your attention at a specific segment of human being. But when you are speaking way too generally. So I don't care whether we're looking at demographics or psychographics. Psychographics, the way somebody thinks and feels. When you are speaking way too generally, you will find it hard to move the needle in your business.

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You will find it difficult to get people saying, can we have a catch up? Can we have a conversation? Can I talk to you about what it is that you can offer me? Because when you are general, they don't know what it is that you can offer them or they don't believe that they are the perfect dreamboat client for you because they are not thinking, wow, everything that she has just said describes me better than anybody else who is out on the net right now. They're not saying, wow, it is like you are in my head. Because they've read everything that you're writing ten times over from custom chatgpts. That's the reality. So if you want to book a client in the next seven days, my invitation to you is just be freaking specific. You want to. And this is a top tip.

11:29

If you're like, ow, how do I be more specific? I want you to imagine that you have got one dreamboat client that you are going to work with starting in a week's time and I want you to imagine that you are with that dreamboat client from the moment that they wake up. If you want to be really stalkerish, you can imagine that you are in your dreamboat client's dreams and you can write about what she's dreaming about. I want you to imagine what they are doing at 7:00 in the morning when they wake up or 5:00 in the morning when they wake up, depending on who your dreamboat client is. I want you to imagine them what they're doing at 6, at 7, at 8, at 9, at 10, how they're feeling, what they're doing, how they're feeling.

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And I want you to write it down for every hour of the day until they go to bed. This is such a powerful exercise that gets you being really directive. And when you can be really directive and then take that into your social media and describe a part of your dreamboat client's day, what they're doing, how they're thinking and what it is that they are feeling. That is when they go, oh my God, you have just described me to a T. You know who I am. And when somebody says, you know who I am. What they are also saying is that I trust you. I believe you because you have just described me when you are speaking genuinely. If ChatGPT can create what it is that you've created and it doesn't sound distinctly you, people will know that the advice.

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And I freaking hate that, by the way, I hate it when people say, thanks for the advice you've just given me. I don't give advice, it's coaching. When people feel that the advice is general, they are never going to invest at any significant level with you. People desire a specialist. People want to know that you have seen it, that you've been there, that you've done it. And how you can convey this is through specific messaging. So if you are stuck right now, if you are not attracting dreamboat clients, then this is what I want you to practice with over the next seven days. Being highly targeted in your messages and saying, if this speaks to you, reach out. DM me with the word ready? DM me with the word whatever the relevant word is. Specific message, call to action. Specific message, call to action.

14:15

Specific message, call to action. This is how you generate inquiries. So today has been short but sweet, I hope very valuable. And actually, before I go, I just want to say this is work that I do myself. There's a reason why we're having this conversation today and it's because I know that especially if you are struggling to get to your first six figures, this is one of the things, this is one of the elements that you need to be able to hone that you have not been doing so far. I just know it. And so I'm speaking to that because this is what my dreamboat client needs. Okay. I hope this has been helpful. I would love for you to share this with a friend, a peer, somebody that you know would value this.

15:11

And if you don't want to share, do me a favor, if you haven't done so already, leave me a review. Because the more reviews Apple sees that I have, the more Apple will choose to share this podcast with people. And that is my highest

vision, to really be able to help a shed load of people for free through this podcast, knowing that some of those people be like, I want more. Maybe I want more. And if you are already saying this was actually really helpful and I want more, I want to remind you that we have a three day live virtual event happening from the 24th to the 27th of March called Pathway to Purpose.

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It has been a really long time since I did a three day event that is fully virtual and like three full days we start at 10 in the morning, we finish at 5 on the first day, 10 on the second day, I think we finish at 7:30 and then we finish at 4 on the third day. It's been such a long time since we did this. I can't wait to bring to you all of the strategies that we are working with our clients on to help them hit six figures. And this is particularly going to be interesting to you. If you are a therapist, a counselor, a consultant, somebody who is currently working with people one to one but are ready to create more leverage and more impact in your business, you will love this event.

16:46

So if you want to grab your ticket you can do so by going to [susieashworth.com/forward/unlock6](https://susieashworth.com/forward/unlock6) as in the numbers figures. And of course we will put the link to join in the show Notes. You are amazing. Thank you so much for being here and I look forward to being in your earbuds next time. Take it easy. 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 [susieashworth.com/forward/activate](https://susieashworth.com/forward/activate). Infinite Receiving.