

Are You Sick Of Listening To Your Own B.S?

Transcript

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 Suzy 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. It is Suzy Ashworth here and you are listening to the Infinite Receiving of podcast. I'm feeling fired up. I don't know what it is.

01:01

Something has happened in the last like 10 minutes, but I feel like someone has stuck a rocket up my backside and I want to share it with you. Are you ready to have a rocket put up your jacksie? When was the last time you heard that word? If you're from the States, you probably have never heard that word. Jaxie is another word for but. And sometimes we all need a kick in the butt. And this is really what this episode is all about. I'm curious, are you sick of your own bullshit? It's a serious question. Like, are you tired of hearing all of your grand plans? Are you tired of hearing yourself talk about all of your dreams and desires and your big, hairy, scary, impossible goals?

02:00

Or are you tired of hearing yourself whining about the shadow work that you've been doing for the last 15 years that hasn't quite got this peace where you are over your fear and you're still worried about X, Y and Z? Are you just like bored of your own bullshit? If you are in the right place. I was just, I was planning out a meeting. We're going to have a team meeting in a. In a couple of days time. And I was listening to one of my mentors talk about how he runs meetings and look, don't get me wrong, there was a reason that I was listening to this training because I thought it would be helpful. And I think that there is always space for improvement and upgrading.

02:55

And it occurred to me as I was listening, like, wow, you're spending actually way too much time planning this. And as I had that thought, I was reminded of a post that I'd seen on Facebook the night before. And in fact, it wasn't one post, it was two posts. It was two posts of somebody sharing vulnerably, not hashtag vulnerably, but vulnerably about her process. Now There is nothing wrong with this. I have no issue with people sharing their process. Unless you have heard that person sharing their process, I. E. Processing for the last six months. Like every single time this woman has an epiphany about how she hasn't been showing up in her business, we hear about it. And I just want to say stop. Like one.

04:02

Anybody who isn't familiar with you isn't impressed by the fact that you have not been showing up in your business and you've been dining out on your previous successes and you haven't done anything new and you've been taking things for granted like nobody knew is impressed with that. And everybody who has been in your world has been listening to you wang on about this for the last six months. Stop talking about it. Stop talking about it. And as I was listening to this guy talking about meetings and planning out my meeting and thinking, I'm going to do this and I need to do that and I need to do this, I thought, this is the issue. This is the issue that so many of us, and I'm going to put myself in that bucket too have.

04:52

There's too much time thinking about it, planning about it, writing about it, talking about it, and not actually enough time executing. Hands up. If you know that this is you, I know that it is you. Because we all do it to a certain extent except the people who are really getting shit done. I want us all to be in the bucket of people who are really getting shit done. So I want you to think about your big goal, your big vision. You know the one that you have been talking about, whanging about, dreaming about, meditating on, affirming on, doing all of the things that you need to do on except actually doing the thing that one.

05:38

I want you to think about your big goal, your big vision, and I want you to think about what the primary problem is that you need to solve first in order to get that result. What is the first

thing that stands out to you? So your goal might be, I want to make £100,000 this year through coaching. But you're not a coach yet. The primary problem that you need to solve first is becoming a coach. The second problem that you need to solve is getting clients coaching and then clients and actually for that goal for me, I'm like, you would do that? You get to do that simultaneously. I'm thinking about the students in our certification and this is what we are teaching them to do simultaneously.

06:35

Train and become a world class coach whilst learning how to get Clients, it's happening at the same time you do the work. Those two things happen. You might already be an established coach and the goal is to make £250,000 this year. So an extra, say 150k. So what is the primary problem that you need to solve? Well, it could be different. It could be I need to speak with more people. So it could be scaling what it is that you already do. How do I speak to more people on a daily basis to bring them into my program? It could be that. So if you have a 3,000 pound evergreen program that is on sale once a year, you might ask yourself, how do I move from having 30 people in my program to 150 people in my program?

07:38

And that will give me my 250k. Or it might be, I don't want to leave it all up to one launch. So how do I get people coming into my program every single day? How do I go from 30 people to 150 people throughout the year? One of those is a how do I have

more conversations at the same time? That's the problem that you need to solve. And the other approach is how do I have more conversations on a daily basis to bring people in. So your job is to take your vision and ask yourself, what is the primary problem that I need to solve? That is the first thing that you need to do. And actually I take that back. That's the first thing that you need to do with regards to the business of actual first thing, your pre work.

08:28

Let me put it this way. The pre work that you need to do is remove distractions. If you know that the reason that you are not getting shit done is because you're doom scrolling on your phone or you are getting up every three minutes to, you know, do the cooking or clean something off your desk or whatever your distractions are, get rid of them that ship pre work. Then step one is to identify what your goal is for the year, three years, five years, whatever it is you're working on. And then what is the primary problem that you get to solve? And the answer to that question, I want you to make it just one thing. Now you might say to me, suze, this is not just one thing.

09:15

There is a complex layer of things that I need to do in order to solve that problem. So for me it might be right. We want to scale our certification to ultimately having a thousand people go through it in a year. And the first step to doing that is getting 100 people in there through in a year. So we need to Work out how to have more conversations on a daily basis. That would be the

first problem that needs to be solved. The second problem that would need to be solved is who is going to have those conversations? Who is going to have those conversations. Now some people might say, Suze, actually I think you should decide on who is going to have the conversations. Because maybe they are the person that helps you have more conversations on a daily basis.

10:02

That might be the answer. It doesn't actually matter. You get to decide. And this is the thing that is really important. You get to decide what you are going to work on first. You're gonna either speak to your mentor or speak to somebody who has done it before. If you want to avoid like making obvious mistakes. Or you're gonna go on your intuition and you're gonna say, right, I'm actually, I would much rather have a hundred leads and know that I'm gonna have a hundred leads in my bank so that when I get the person who's gonna have the conversations, I can deal with it then. And I have to say, in my experience, one of the things that I've heard most commonly in my time in business is what if I have like 3,000 people Sign up for the program?

10:52

I might, we'll deal with that then. A really good example of this, my biggest month in business ever. I think that we did about £400,000 in sales. I can't remember the cash amount, but I could see all of these people joining my program and I was wildly aware after the first like 20 people joined that I was not going to be able to service all of these people by myself. I was not going

to be able to give them the level of service this is in the launch. I hadn't anticipated it was going to be as successful as what it was. And so what I did in the launch is hire somebody to come and be a part time coach. So I didn't energetically block any more people from coming on board because I was going to be overwhelmed.

11:41

You deal with the issue as it comes up. Whereas a lot of people try to anticipate all of the issues, which for most people are just not a problem. But if it does become a problem, it's a good problem to have. And you deal with it, you gain the experience and then you ask yourself, how would I do this differently if I was going to do it again? But when you try to foresee every single problem that might arise and try to solve all of those problems, all that happens is not a lot. You get paralyzed with inaction. And this is what I am talking about. So you focus on the primary problem and what you need to do to solve that problem.

12:28

And when you're building a sustainable business, the question that is a really powerful question to ask is how can I solve this in such a way that this doesn't ever have to be a problem again? Now, you might not always be able to answer that straight away, but it is really good practice to be asking yourself that question. Can I automate this? What systems and processes do I need to put in place so this is never a problem again? We just have something that works from that place. And this would be your thinking, your planning time. But you give yourself a specific

period of time which you put into your calendar to contemplate this stuff. We're going to have answer. It might not be the perfect answer, but we're going to have answer within 30 minutes. We're going to have answer within 60 minutes.

13:28

Minutes. One day. We'll spend a whole day strategizing on this and we are going to have answer. And then once I have answer, I am going to execute. I'm going to do the first thing that I need to do in order to take me one step closer to solving the problem in the way that we have outlined. And I'm going to either delegate the task or I'm going to put time in my calendar to do the thing. I'm going to share that with somebody else. I'm going to hold myself accountable by sharing my to do, which is going to be written down and put in my calendar, and then I'm going to do it. Isn't this revolutionary? Not, it's not revolutionary. However, we're not doing it. I see this again and again.

14:19

You know, one of the most frustrating things that you will have to deal with as a business owner, especially if you are a coach who trains people, is that you have actually created a blueprint and a template for people to follow. And you say, follow this, do this, do that, do this, next time, do this. And then they don't do it. And then they tell you that it's not working. And they tell you that they don't really feel like it anymore. And they tell you that you know, it just doesn't feel aligned. And I think that there's another way. And I think that, no, just follow, execute the plan. Now, what happens when you execute the plan is that sometimes the plan

goes really, really well. It's amazing. And other times the plan doesn't work quite as well as you want it to.

15:12

Now that doesn't mean that the plan is shit. It doesn't mean that. It means that you have to be willing to look at what has happened and ask yourself, what would I change? How could I make this better? Where do we get stuck? How can I approach this differently? And this, my friend, is business. You're in business. I don't mind whether you call yourself an entrepreneur, a business owner, a. A solopreneur, a coach. I don't mind what it is that you call yourself. But I want you to understand that you are in business. And what happens in business is that you get blueprints and templates for success, which are amazing. And then you have the uniqueness of what it is that you do, how you speak, how you show up and you bring that to the table. Those two things have to combine.

16:10

The blueprint and the foundation has to combine with your magic. Which means that every single time somebody executes a plan, it is slightly different based on their own unique makeup. That doesn't mean that the plan is shit. It doesn't mean that it is not useful for you to have a blueprint or a template to work from. It means that being in business, you execute, you review, you refine, you execute, you review, you refine. That means a specific period of time for looking, for analyzing, for thinking, for planning, and then you go again. So my invitation for you is to just to do this. How about that? Crazy. Let's just do this. What is the vision

that you have? What is the number one problem that you need to solve?

17:03

Give yourself a specific period of time, come up with answer, and then commit to executing. Hold yourself accountable by speaking, letting somebody know what it is that you are going to do. Delegate the task, make sure that task that to do is in a calendar that you've created time and space for it. And then you're going to see how it goes. You're going to execute, you're going to review, and then you're going to refine. And you're going to do that again and again and again until you are living the life of your dreams. How about that? That's the payoff, is the life of your dreams, is the business that you dream about. Is that a worthwhile payoff for just executing? I think that it is. I know that it is.

17:56

And you know what else I know is you are worth the life and business of your dreams. You are absolutely worthy. You are absolutely deserving. So let's stop messing about and let's get this done. Remember that it is faith plus action that equals miracles. And you know what I would really love is for you just to share this with one person and if you don't know anybody that you think would benefit from this, share it on Instagram and just tag me. Right? That's that. If you've got even a morsel of value, that is the only thing that I am asking of you today. And if you hadn't heard already, we've got something called Pathway to

Purpose coming up. It's our second round. It's a live virtual three day event.

18:44

I've got a whole section on how AI is going to be changing this industry and how we get to work with it to upgrade our offering and the service that we give as opposed to being replaced by it, which a lot of coaches, whether people want to admit it or not, are going to have that experience unless they understand 1 how to utilize it and 2 how to set your business apart. I am super excited to be going deep on this during our three day event. If this sounds sexy to you're not yet earning six figures and you really want to then susieashworth.com pathway to purpose Perfect for you.

19:30

If you are a brand new coach and you want to learn how to build a world class business, you're somebody who is transitioning from corporate or from healing anything where you haven't actually got your coaching certification and you really want to understand how to go from one to one to many. It is perfect for you too. So I'm gonna say I look forward to being in your earbuds next time. I love you're amazing and can't wait to see you. Bye. 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 suzyashworth.com/activateinfinitereceiving