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This is the Infinite Receiving Podcast, helping conscious leaders like you tap into.

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A wealth of abundance across all areas.

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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.

00:49

Hello, hello you gorgeous, gorgeous human being. It is Suzy Ashworth here and you are listening to the Infinite Receiving podcast and I am really excited to be bringing you this episode of the pod, which is all about how to diagnose what is going on with your offers if you have what is both subjectively and objectively a good product, a good service that just isn't selling as much as you would like it to. And I promised this after I recorded last week's episode, which is all about how inspired and creative I was feeling coming back from South Africa and the impact of that when it came to putting together a really irresistible offer for Infinite Receiving Live.

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Which by the way, based on what I am going to be sharing with you in this episode, there's another level of refinement that is coming that I will be announcing over the next week or so. Suffice to say, if you're listening to this before you have heard what the upgraded experience is going to be for attendees at Infinite Receiving Live, I really recommend you purchasing your ticket before you hit because by the time you hear, the ticket price will be more expensive and you will be kicking yourself because you didn't get in. Even though you know that you are free between the 19th and 21st September, you know that you want to be in the room and you know that you already want to be in Ibiza with me. So this is where we start knowing that there is more.

02:45

Now, I decided that I was going to plan this and then Alex Hormozi did his record, like literally world record breaking book launch, which has really just inspired the Internet in both positive and negative ways. There were some people that out there who were like, God, I don't know what the fuss is about. This is nothing new and I don't know why people were so stupid to drop \$6,000 on books, blah blah blah. And then you have other people like me who are like, oh my goodness, there were so many lessons from this entire launch experience that we will be digesting and Breaking apart and learning from. For years, there will be books written about this book launch because he made \$100 million in 48 hours, or very close to.

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I'm not exactly sure what his final figures were, but I know that after the first day, he was already on 77 million. Now, this is through the launch of a book, he'd sold 2.8 million copies. This doesn't even include the pre sales. So there's just so much to unpack. This podcast episode isn't about that, but for sure, there were things that I picked up on that he was doing that are going to be so helpful for you right now. Because good offers don't always sell. And it's a little bit like the good guys don't always win. It's a little bit like everybody likes a bad boy. And when I say everybody, you know, we're not 12 anymore. Some of us have standards. But you understand, I mean, I was literally just watching Love is Blind this weekend, and there was this really beautiful woman.

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And she had said right at the beginning, I am here to go for a different type. I usually go for the cool guy who treats me bad, who cheats on me, who does X, Y and Z. She's talking to two guys and there's heaven. And he's suave and he's sophisticated. And in the kind of confessional sessions, he's even said, in order for me to marry this woman, she's going to have to take the knee. That is not the vibe of Love is Blind. He's already admitted that he feels very comfortable dating multiple women at once. He was already so cool and so nonchalant that she was doubting that he liked her. And it was only when he thought that he was going to lose her, he read her his notes. Now, this is the hilarious thing. Scottish tick high sex drive tickets.

05:34

There were a couple of other things. Tick, tick. And that was all I needed to know. I didn't write anymore. That made her switch from the guy who was so clear that their vibe was his vibe, who was so committed to wanting to make a relationship with her, who had written her a poem, who had bought her flowers, who had really said, this is how I feel about you. None of that was enough for her. The packaging of the nice guy was boring. And so when it came to making the decision about which one she was going to buy, she went with the package that she wanted, not the one that she needed. She went with the package that was more appealing because there was a little bit more mystery, a little bit more allure.

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And also he really fit the pattern of what she was used to. Now, the pattern of what you're used to when it comes to buying things is you buy things that have a high perceived value to you. It's as simple as that. You buy offers that feel like a bargain, even if you are investing at a high level. Offers that feel like a bargain, both emotionally and logically. And when you buy offers, it is the perceived value that your dreamboat client has to feel emotionally and psychologically in order for them to take the step. Now, what was so wild about witnessing Alex Hormozi do his offer is that I had people in my DMs giving me their own personal arguments for and against why they should or shouldn't buy. This is a book launch.

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People had gone expecting to be upsold two, three, five books and left with 200. And I think that one of the reasons that people were doing this is because the way that Alex talked about his offer, which is not just the book is the product, but the offer was everything else around it is that he made the value so freaking obvious. And the mistake that you're making with your good offer is assuming that your value is obvious. This was like a revelation to me when I really started thinking about this.

08:12

When you've been in the business for as long as I have, which is now 12 years, and you have a little bit of a following, there are people who have worked with you many times, there are people who have come to many of my events and

will come back year after year after year. 1 why? Because the value is obvious. So when it comes to talking about what it is that we're going to cover and how people are going to feel, often if you look at my previous sales pages, they've all been pretty generic because I have been selling to people who know that they are going to have a life changing experience.

08:46

People who literally come back every six months because they know that it is going to give them the fire in their belly that they need for the next quarter or six months, whilst the value is obvious to them, to a cold audience, not the case. And this is what is happening with your offers all of the time. You think because you have five years experience, three years experience, or you are even newly qualified people, they're like, I've got my certificate. This means it is obvious that I know what I am doing and I am going to charge you £10, 20 pounds, 150 pounds and other people are charging 1500 pounds and other people aren't even as good as me. Like the value is obvious. The value isn't obvious. That is the first point.

09:39

You also have to really understand that buyers don't buy or they don't evaluate value logically. They evaluate it emotionally and comparatively. So particularly your people. And if I think about like I did a live on the Sunday after this launch on my Facebook page and I was talking about how somebody who had left a comment on my page had really irritated me. And I opened by saying that I had watched this launch and the way that I felt blew my mind. This was a book launch. At points I was unclear about whether I was turned on or going to cry. Like I didn't know what was going on. I was on this emotional roller coaster for a fucking book. So I'm noticing, as an emotional buyer, I'm noticing what is going on in my body right now.

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I feel excited, I feel sad, I feel happy. I can't believe it. Like what is going on? How does this compare to what I paid before and experienced before? Because I'm looking at it from two levels. I've never experienced anything like this for a fucking book. I probably haven't experienced anything like that for anything. Actually, if I'm honest and I did not buy the 200 books, will this make me feel proud, safe or smart? Now what is really interesting is that even though that whole experience was crafted to within an inch of its life, because I understand the way that I consume and I have a very clear intention about my consumption habits, investing in that offer wouldn't have made me feel smart.

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Investing in that offer would have made me feel a little silly because it was a book and what he was selling was 200 books. Now there's a way, and we're going to talk about this, about the packaging and the positioning that for many people it became a no brainer. But for me personally, it wouldn't have made me feel smart. So I didn't do it. However, having said that, the reason that it was so challenging is because of all of the value he was offering around the books. So the question that I want you to ask yourself is when you think about how you are positioning your offer, how can you make the value really obvious? He did it practically by offering essentially 12 step playbook.

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The languaging of this was really good because it could have been a 12 step course, but he just put the information that he would have put in a course, digital course into 12 individual books. Receiving 12 individual books has A higher perceived value than a digital course. And he'd already given a number of digital courses away with the purchase of one book. So if I need to raise the stakes, I need to raise the perceived value. So the packaging of that information became really vital. And then the emotional justification was he shifted it from you're going to buy 200 books to you are donating 200 books to people that need it, entrepreneurs who need it. The logical buyers. What am I getting out of this? The emotional buyers. You're doing something good.

13:13

When you think about how people are engaging with the value of your program, is there something there that's very specific and tangible for the logical buyers? And is there something very specific and tangible there for the emotional buyers? Now what I will say is everybody buys on emotion and then the logical buyers back up. They justify their decision with logic. That's what those playbooks were there for. So having said all of that, mistake number two is that we confuse features with perceived values. So a lot of people will hear this and be like, okay, I'm going To add more PDFs, I'm going to add more calls, I'm going to add more.

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And I think that there was a time in the industry where if you said you're going to get 17 hours worth of this, then that did feel like you were offering more value. I would say what has shifted is that when somebody says to me you've got to go through 17 hours of calls in order to get the juice that is no longer appealing to me. It is not. I am overwhelmed. I am time poor. I've got a hundred other courses that I have never been through. Like telling me that the secret is in these 17 hours that is no longer helpful. So with what he did, is he focused on implementation. How do you take the information that you are getting from the book and then implement it? How do you take ideas and theory and then turn it into an action plan?

14:57

Because ideas and talk are cheap. Execution is everything. If you cannot execute, this is going to be a waste of your investment. And as I'm saying this is how you turn a VIP day into a 12 month continuity. This is how you turn a 6 week course into a 6 month or 12 month membership. When I say membership, I'm not necessarily talking about low ticket, I'm talking about whatever end of the spectrum that you want to sit on when you are positioning it as a resource, which is going to help people actually do the thing that you are teaching them because most people won't do it. So I'm going to make it easy for you to execute.

15:45

And this is how it is not the number of calls, it is the frameworks, it is the coaching, it is the ability to be able to tap in and out. It is accountability, although I bloody hate that word. The main thing I want you to take from this is just saying all of the stuff that people are going to get isn't helpful. I've included this so that you are going to be able to do this, which makes your result inevitable, that increases perceived value. The other thing that I think that he did really well is naming the playbooks things where there was no gap between. This is Alex's hundred million dollar ad system.

16:35

So if you've ever had an ad that is not performing when it comes to traffic, you're going to be able to take theory of writing ads and then you're going to be able to look at the 50, 60, 1000 of my most top performing ads and you're going to be able to plug and play. Oh, you don't even need to think about it. How are you missing that trick when it comes to your offers? Where are you talking about the stuff versus the how this is going to help you create an inevitable result? And then mistake number three that we have all made, and if you have a really incredible offer, especially if you're underselling it, you know that this offer is absolutely incredible. You know that you're undercharging for it.

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The mistake that you are making is focusing on the price versus the deal, you know, saying, oh, it is \$997 and you get 12 calls and eight modules and a bonus group call like that is standard. That is what good people are doing all over the place. And those good people with good courses, are getting shitty results all over the place. Whereas what you want people to feel like is, wait, sorry, am I going like, what? And I feel like with the infinite receiving ticket and the

Mastermind day to Ibiza, we're getting there. But there are things that I am going to be sharing around the experience that are going to make people's head spin even more. And these are going to be things that people need and want.

18:27

Because it's really important to say that people don't buy what they actually need, they buy what they want. And then logic says, well, yeah, of course you want this because you need it, but the reality is that there are loads of things that you need that you have been putting off buying for months, sometime even years. There's loads of things that you need and there are loads more sexy things that have popped up that because of the way that they have been positioned, you've been like, oh, my God, that's incredible. So how you do this, how you are able to make the offer, the main focus versus the price, is to also make sure people are really clear on how much each element of the offer costs, how much each element, if they were to pay for it individually, would cost them.

19:24

So then when you say it would be very justifiable for me to be charging you X, but actually you are only going to have to pay X, that you are only going to pay x. Could be 10,000, could be 20,000, could be a million, depending on the value of each of the individual elements and depending on the value, the obvious value that your dreamboat clients place on each of those individual elements. Now, there are things that you can and should be doing during your presentation for people to be able to tangibly connect the dots. A lot of people don't do that and a lot of people don't help people connect the dots with their presentation.

20:08

But when you learn how to do that and then you put the stack in, then we're seeing launches like Alex's, you know, do almost 100 million, maybe 100 million in 48 hours. You know, I think that my biggest launch was around the 400 and I want to say 60 mark. There's so much more than that. And when I say that, I don't mean around the cash. The cash is great, but I mean around the people that you get to help. I mean around the impact that you get to have. I mean around the skill sets that you get to share with people. I mean about the transformation that you get to have in this world when you make this a priority. Most people are explaining the offer versus selling, the emotion and the identity shift.

20:58

Most people are listing features rather than stacking perceived value. Most people are leading with price versus leading with the value. That then makes the price feel light. Most people are using logic to sell, whereas what you need to be doing is using an emotional reward for people to justify the investment for themselves. Most people aren't making it easy enough for people to pay with their pricing structure. So these are my tips for you to really change the way that you are creating your offers. For those of you who are in my certification already, this is going to become a full blown masterclass. We already do offers because it's so important. This is gonna become the upgraded version.

21:58

If you're a brand new coach or you are somebody who wants to get into coaching, you're a corporate lever, you've been made redundant or you know that's coming and you want to be living a more impact driven life and you are interested in finding out more about the quantum leap, your life and business coaching certification, please feel free to reach out on HeyusiaShworth. Do this by the way is not a pitch, it's just an invitation to find out more information and there's no pressure. What you've heard me do here by the way is just hopefully you feel demonstrate a shared load of value so that you can come back to this episode again and again and just listen and see where can I refine, where can I up level, where can I share, shift things just a little bit.

22:52

What needs tweaking in order for me to take my offer from good to great? That's what this episode is for. And obviously anybody who's listened to this and likes the way that I have shared this and positioned this, it then makes it easy for them to be like, okay, she actually teaches this. Let me get in touch and let's do this together. It's a different way of demonstrating your expertise and your value or for the people this is the first episode they've ever listened to. Just building trust. I mean there's so many things I could say about what I will finish with is that Alex Hormozi has been doing this for the last two years. Five years ago nobody heard about him.

23:30

But in order to create that level of impact, he has been doing long form tutorials like this about the things that business owners need to know for years. If he's not your style. But what I know is that there is always somebody for everybody. When you start to understand your craft and then implement and then are able to demonstrate this from a very powerful position because of social proof, your own proof, the proof of your clients. This is when you become undeniable. So if this was useful and you'd like to have a breakdown of everything that I've just covered, I have got something called the Juicy Offer Blueprint that you can download for free. The link is [susie ashworth.com](https://susieashworth.com) forward/juicy juicy.

24:20

If you download it, do me a favor and make sure that you share this episode either online or just with one of your friends who you think this would be super helpful and super valuable.

24:35

I have got such a freaking big mission and that mission is to help more of you live your life from your fullest potential and some of that is about the personal transformation I would say 80% of that is about your personal transformation it's about your identity it is about giving yourself permission to let go of all of the things that have been holding you back all of the lies, the guilt, the shame, the fear and then the 20% of it is like practically helping you with specific strategies that I know work that I am using on a day to day basis in my own business I. I want to help you change the world this is what we are doing here it's an honour and a pleasure to have been in your earbuds today I look forward to speaking with you again next week and in the meantime remember that talk is cheap is a faith plus action that equals miracles thank you.

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For listening to Infinite Receiving with me Susie Ashworth.

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I'd love to share with you my.

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