

00:00

Foreign.

00:07

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.

00:50

Hello, hello you gorgeous human being. It is Susie Ashworth here and you are listening to the Infinite Receiving of podcast. I'm coming to you just 18 days out from infinite receiving live 2025. And I'm in a. I'm in a bit of a weird place. I'm in that type of nervous excitement. I know that this is going to be the best one yet. I know that every single step leading me up to this event is going to make it the best one yet. And at the same time, there's those nerves. There's like a little bit of angsty feeling in my belly. And it's interesting because I wouldn't ever describe myself as an anxious person, but that is the word that is wanting. It is there on the tip of my tongue. There's a little bit of anxiety and I don't love it.

01:43

And it's really interesting to me to notice. My response to it is a very human response, the desire to just escape yourself for a little while, to escape your mind. And actually what I know to be true is that the more I resist the feeling, the more the feeling persists, the quicker that I can accept exactly where I am and be at peace with exactly where I am. So be at peace in the discomfort and be at peace in the frustration. Be at peace with the worry, knowing that the quicker that I can accept and allow those feelings, the quicker those feelings will pass. So thank you for allowing me to coach myself at the beginning of this episode. And you know this is ultimately how coaching works, right? And why it's so powerful.

02:46

It gives you a place to say the stuff that is tying you up in knots. It gives you the opportunity to get what you need to get out of your head and out of your body. And when you have the level of experience that I have and the knowledge that I have around one myself, I suppose. But then also how the body works, what is happening chemically, what is happening neurologically, why the feelings are there and then how they do move through the body and what to do if something does in actual fact feel stuck, all of that is what I have been training myself in over the last 12 years. It is what you get to benefit from, really every single time you listen to an episode or hop over to the gram and see what I'm teaching.

03:46

Sometimes it's strategic and sometimes it's like this. And I hope that you find it wildly beneficial. I have always said that the podcast is one of my most favorite mediums for communicating with you guys. But what is true is that there isn't so much feedback. And on a day like today, and I know that people feel like this when it comes to their social media or their emails or wherever, but on a day like today, when you're not firing on all cylinders, the thing that would make this really fun is to be able to get the live feedback. And I think that as entrepreneurs, especially in the beginning, and I've been in this for over a decade, but in the beginning, it's is one of the most challenging things, not

having that live feedback, not having people say, oh God, yeah, that really resonates.

04:41

Or oh, no, that is absolutely not how I think about things. And giving you the opportunity to be like, oh, I'm gonna switch this up, I'm gonna move it around. I want to invite you to let me know, please, not as an engagement tool, but as a real world. Do you get what I just shared? Is it helpful? Do you appreciate me sharing my process? Very real, in a very real way, in a very authentic way, or you like, just get on with it, let me know. I am all ears. And in the meantime, what I want to share with you is the fastest way to repel premium clients from your world.

05:27

And I honestly believe that for the majority of you, even if the goal is to serve underserved communities and to have low cost services that you can scale, that it is still really good for your business for you to have at least one premium offer that you get to sell to a premium client. And what I see happening is people understanding this concept and then before that client has had the opportunity to get through the door, you are unconsciously pushing them away. I want you to listen to kind of these three key things and just identify whether you know that this is you. So the first issue is really worrying about the fact that the clients aren't going to get the results that they want or that you're charging too much for the results that you are promising.

06:32

And that nervousness around the client actually being able to get the results that they want is immediately Turning people off. Now, some people are not going to like what I am about to say, but it is really true. I have had some of the best mentors in the world. Yeah, just some of the best mentors over the last 12 years. People that I have invested hundreds of thousands of dollars individually, tens of thousands of pounds individually. And I have achieved some incredible results, like mind blowing results. And I have also had some horrific failures. And what is true is that those coaches and mentors were not responsible for my successes and they were also not responsible for my failures. I was responsible for all of the success that I had and I have been responsible for all of the failures that I have had.

07:38

What you as a coach or service provider need to be really clear on is if I have a dreamboat client working with me in my program and they follow the steps, I feel confident that they will get the result that they want. That is what you have to feel good about. It doesn't work if you have a non dreamboat client. It doesn't work if you have what you think is a dreamboat client who doesn't follow the steps. They're not going to get the results. But if it's somebody who's got the right attitude, if it's somebody who is coachable, if it's somebody who is willing to look at themselves on a consistent basis and, you know, just ask themselves, what's going on here, what's going on there? Where am I in resistance? Where can I go harder?

08:22

If you have somebody like that following your steps, you don't have anything to worry about. And when they win, whilst of course you get to celebrate them as a client testimonial, understand that the system only works as well as the person who is operating it. And so whilst it might be your system, the results are down to the operator, that is not on you. Your job is to sell with authenticity and integrity to your dream. But clients only. The second thing that's repelling clients before they've even got to your offer is your fear that you're not good enough. You know, operating from the frequency of I'm an imposter, I'm an imposter, they feel it. And not only that you can't show up in any power or potency.

09:14

Like today, I'm able to say, God, I'm not feeling so great because I know that it is normal to not always be firing on 100 all of the time. And my willingness to Acknowledge that comes from a place of knowing that for a lot of the time, I'm feeling alive, I'm feeling juicy, I'm feeling excited, like I'm in it. I'm in flow.

09:41

And where I've got to in my life and my business is that those moments where I'm not in flow, speaking it first and then, as I said earlier on, reducing the resistance so I can allow myself to be in acceptance of it not only makes me human, but when I'm able to speak from that place, all of my clients who guess what are human too know that I get it and know that I am going to be able to support them in their less than human moments. Not being perfect doesn't make me an imposter. And you not being perfect doesn't make you an imposter. But you telling yourself the story that unless you're perfect, you are not worthy is never going to help you grow a business that you are madly, wildly and deeply in love with.

10:28

Because you're always going to feel on edge. And when you feel on edge, so do your potential clients. And what they are always buying is your certainty. They're buying your certainty. And I suppose it's important to share that. Again, this has been a process for me. I remember working with one of my dreamiest of dreamboat clients. So this is somebody who was deeply in her power and I respected a lot. And there was a part of me when she said that she wanted to work with me that was a bit like, oh my God, am I worthy? And I remember when she would leave me voxes, probably for like the first four months of us working with each other, every single time she'd leave me a voxer, I would worry that voxer was going to be her saying, you're not good enough.

11:16

And how I got over that in the end, because as you can probably imagine, it was very stressful, was to really lean into, and I wasn't calling it this at the time, but really lean into the pillar of greatness. She had selected me as her coach because she knew that I knew stuff that she didn't know. And that did not negate the fact that she also knew stuff that I didn't know. But when we are really rooted in the pillar of greatness, my greatness doesn't detract from her shine and her greatness doesn't detract from my shine. We both get to shine together. So that willingness to show up in your imperfections, knowing that those parts of you not only make you more Human, but are literally just parts of you. Really, really powerful.

12:05

And then the third thing that is repelling your clients is that you're just not taking enough action, that the lag time between idea to execution is way too long. So by the time you have pulled your finger out of your backside, they have signed up with somebody who is less skillful and probably charging more because you have been faffing around trying to make everything perfect. And I want you to know that wastes time and costs you money and prevents you from building the business that you really desire to have, because you're not working with the people that you would really love to work with. Because, as I say, you've spent too long with your finger up your backside. So in order to turn this around, you have to switch on what I call your power zones and power zone number one.

13:03

It's funny, I always touch my heart when I say this, but probably, actually, if I think about it would be my gut. But power zone number one is your potency. It's your power. It's knowing your greatness, it's your willingness to own your expert status and lead from the front with that so that people feel that when you enter the space, whether that is, you know, digitally, energetically, or physically, they feel your power. And then power zone number two is purpose.

13:38

When you remember why it is that you have put this offer on the table, how this offer gets to help people, how it's going to change, you know, their family's life, their friend's life, that everybody who comes into contact with them, the ripple effect of them saying yes to working with you and learning how to get over whatever it is that you are supporting them with, remembering why that gets to be so freaking important. That makes it easier for you to take a stand for yourself and easier for you to take a stand for them. So that is power zone number two, purpose. And then power zone number three is presence. This is the energetics. If potency would be described as masculine, the presence would be the feminine. And they both work together. This is embodiment.

14:32

This is how you are moving through the world, walking your walk, talking your talk, and being anchored in the now, not worrying about the future, not stressing about the past, but being able to be trusted truly in your presence. That is wildly magnetic. And what your premium clients are looking for, they're looking for the je ne sais quoi. They're looking for the X factor. They're looking for the, oh, I just heard them speak, and. And I knew that I wanted it I didn't even know how you were going to help me, but I just knew it was you. Tell me, what have you got again? What offer do you think would be good for me? That's presence. So this is really about up leveling your identity to. I am the coach who facilitates world class results. Full stop. That is who I am.

15:31

I'm curious, where did you see yourself? What are the stories that you know are creating that repellent for you? Which of the power zones do you know that you need to work on in order to create a field that is wildly more attractive and magnetic than the one that you're operating from right now? And if you are answering these questions in your head and would love to be able to ask these questions to me face to face. This is the work that we are going to be doing in the room infinite Receiving Live. And this is how I know that it's going to be the best one yet because it is going to be the most workshoppy event that we have done. So you're really going to be feeling and experiencing changes in the room to your energetic field.

16:23

You will be walking in on day one and leaving by the end of day one a different human being. And the intention is for that to happen for the entire time that you are with myself on the team. It is going to be next level and if you're not there, I mean there really isn't a good reason for you not to be there. So do what you need to do. Call in the favors, get the kids looked after. Give yourself the gift of a whole new next level identity. We kick off on the 19th, we finish on the 21st. I promise I will blow your mind. You can get your tickets from susieashworth.com forward/infinite Receiving Live. And in the meantime, please remember that faith plus action equals miracles. And I really look forward to hearing from you.

17:17

Thank you for listening to Infinite Receiving with me. Susie Ashworth.

17:21

I'd love to share with you my.

17:22

Infinite Receiving activation audio. Go to susieashworth.com Activate Infinite Receiving.