

How to Win Every Time Transcript

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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.

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Hello, hello you gorgeous human beings. It is Susie Ashworth here and you are listening to the Infinite Receiving podcast and it feels good to be back in your earbuds. We just come off the back of a two part series on confidence, which I hope you have found really helpful. And the premise of those episodes were really just explaining why even though we know what it is that we need to do, how frequently we get stuck in procrastination and not moving forward. And what I explained is that the reason that this happens is when we are too attached to our old identity. And it is our old identity. So the version of us that got us to this point that feels unsafe around making the steps.

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And so what has to happen for us as coaches when it comes to our clients and for you as a coach when it comes to your clients is that you have to help a person feel safe in releasing the old identity so that they can focus on being the human being that they are becoming. So safety is absolutely the fundamental foundation for any action you will ever take. And there's something that accompanies that

pillar, that foundation that I don't think is talked about often enough. And when you hear what they that plus one is for safety, there's a chance you might be like, yeah, okay, this is super simple, but how? And the how is really about. Well actually I'm going to lay it all out for you so you are going to understand.

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And for many of you who are listening, it is going to be a case of bringing your awareness to this and asking yourself one the version of me, who I am becoming. If she was going to say to this thing, what would I then choose? So what is the that we are all waiting with bated breath for? It is fuck it energy. The people that do really well, whether they are coaching, students or clients, are people who are able to embody the energy of the fuck it. Now when I say this, I'm not talking about reckless abandon. I'm not talking about acting like a wildly crazy individual who's Making bad decisions. I am talking about the liberation that you signed up for when you started your own business, when you said that you wanted to become a coach.

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That liberation that you get to tap into is on the other side of that moment that you realize that you've been spending days, weeks, months, sometimes even years overthinking your next move and then realizing like, where the heck has that got me? Fuck it. Energy is about the recognition and acknowledgement that nothing changes until you start betting on yourself without asking for a guarantee. And what's interesting about this is because I've said that the foundation is safety. But what you might also get from what I've just said is that there is nothing inherently safe about fuck it energy. And I would say that is true with the exception of the inner safety that you are committing to building.

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It is about your ability to stand in the eye of the storm and choose to know that you are going to be okay no matter what. And what is really interesting is that unless you bring conscious awareness to really owning that energy, it's really easy to forget. How do I know? Because I forget. I forget it. There are so many moments where I am really great at leaning into fucker energy. And then sometimes I forget. I forget who it is that I am becoming. I forget that she has more courage. I forget

that she has more courage than I do. I forget that she has been braver than I have.

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And it is only when you have a powerful mirror in the shape of a mentor or a coach to be able to remind you that you can notice that you're in a blind spot. Now, of course you can do this through journaling and your own self awareness. However, if you have been experiencing that sense of stuckness, the chances are you need to be working with somebody who can support you in calling that fuck it energy in. You have so much less to lose than you think you have. What's interesting about new coaches is that they often massively overestimate the cost of starting. I'm gonna go in, I'm gonna go out. I'm thinking about it. I just need to pray on it. I need to put my crystals out. I need the moonlight to be bathing them.

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And you know, I need to contemplate on it for 30 days. No you don't. No, you do not. But this overestimation is totally masking how much you are underestimating the cost of staying stuck. You staying stuck is costing your most precious resource, your only finite resource, and that is time. The truth is nobody is watching as closely as you think, because they are all obsessed with themselves. They're all thinking that everybody's looking at them. And nobody who is actually doing anything in their life is judging you as harshly as you think that they are. People who are moving and shaking and doing things are focused on their own prize. They're not ripping you down because you tried and needed to get some feedback in order for you to elevate into your next level of action. The risk isn't starting.

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The risk is wasting another year preparing instead of being on the playing field. I was listening to a fitness coach the other day and he got asked a question around whether imperfect fitness workouts were better over time than intermittent perfect workouts. And he said without a shadow of a doubt, consistent imperfect workouts will always get you further than inconsistent perfect workouts. And I believe the same to be true in business. Imperfect action will be pristine planning. And the main reason in business is because when you

take imperfect action, you're going to get feedback. And from that feedback, you can choose which direction you want to take things, which is absolutely priceless. Now, I'm just gonna spend a tiny bit of time on this because as I said in the previous two episodes, I go into this in depth.

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But I wanna remind you that confidence is a byproduct of the action that you take. And the evidence you're able to observe is absol. Not a prerequisite. You don't need to feel confident before you go. Your confidence will be built through micro actions where in each of those actions you're taking, you are aligning yourself deeply, fully and truly with who it is that you are becoming. Fuck it. Energy gets you through the door that confidence will eventually walk into. Now, one of the phrases that really stuck with me over the years is from my friend and old mentor, Bushra Azar. She was the first person that I heard say, money loves speed. And I love that it is true. But what is also true is that speed creates clarity.

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You're not going to find your message and work out if it actually lands with people from a meditation cushion. You're going to learn that information through sharing it. You're going to find out if people resonate with what it is you are saying by speaking. And you're going to find your niche by calling them in. This is what coaching is. It's about your willingness to show up and relinquish the need for validation. I know that validation feels safer than exposure, but what is also true is that validation will keep you small because you will be too afraid to say what it is that is on your heart and mind. So true liberation, true fucker energy starts when you say, I am okay if you're not vibing with this. I'm okay if you disagree.

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When you relinquish the need for validation, you stop holding yourself in a small holding. And this is where you really get to embody the concept of liberation. You're allowed to restart your life at any point that you desire. You do not need a ten year plan. You do not need a five year plan. You need direction and a willingness to pivot. I have pivoted so many times in my business, it is untrue. And every pivot was the right move. Why? Because I decided. I decided that was going to be the case. That it was safe for me to pivot. It was safe for me to become the

new version of myself. It was safe for me to become who I was becoming. And every time I took action from that place, good things happened. Sometimes not immediately.

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Sometimes it would look like on the surface something horrendous had happened. But in practice, not the case. So I want to remind you that you are ahead of 90% of the population when you choose to commit to taking one uncomfortable action every single day. When you commit to taking one uncomfortable action every single day, that becomes the fuel for your fuck it fire. That is when you can say, let it all burn baby. I am ready and raring. Let's go. So this is what I really want to invite you into in this episode. Connect with your future self. Connect with the version of you that you are becoming and tune into what did fucker energy feel like for them? Ask them, how do you get to apply it right now in your interactions, in your energy? How do you get to apply it?

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This is the game. I hope that you found this episode useful. If so, please do me a favor. Please share it on your Instagram tag me. And remember that it's faith plus action that equals miracles.

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Thank you 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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Sam.