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Hello, hello, you gorgeous, gorgeous human beings. It is Suzy Ashworth here and you are listening to the Infinite Receiving Podcast and it feels really good to be in your earbuds. And I've got an episode for you today that I know is going to be really super helpful for you when it comes to you thinking about. What it is that you want to create in 2026. Especially if you are coming from a place where maybe you haven't quite hit it the way that you thought you were going to hit it, or maybe you have had times in your life or business where you have just felt so on fire and there is a part of you that feels like, oh, you've lost that spark.

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And maybe you find yourself wondering, what do I need to do to get back to that moment in time where everything was just. Going smoothly, where I was just doing it, I was feeling it, I was in flow, I was in the zone, I was ready to go, go. Baby. If that is you're going to love this episode because I'm going to talk to you about what I now, in retrospect, feel like the biggest mistake I made after losing a million pounds. I know that's the title of the episode. It's a little bit clickbaity because I didn't lose a million pounds. I closed down a million pound revenue stream. So I, yeah, it didn't just fall out of nowhere.

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It was a very deliberate, not necessarily the most strategic thing I've ever done in my life, but it was certainly a very deliberate action that I took and it wiped seven figures off of my bottom line. And so from an accountancy perspective, from a celebrations perspective to an outside world perspective, it's like Suze has just cut her business by 50%. She is just halved her business. She's gone from a multi million pound brand to a seven figure brand. And whilst I absolutely. On reflection, would do things differently, if I was going to do it again, I E. I would have a plan and I've talked about that before. Versus being like, oh, very whimsical. Oh, I just don't want to do this anymore. And expecting that revenue to just. Come from everything else that I tried afterwards.

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Because that is what I did do and I shut down a whole part of my business and then created something completely new that wasn't validated and also took time to put together. So I would do that differently now I have that experience. However, that wasn't the mistake that I want to share with you today about the mistake and this is by far the biggest mistake that I made during that time. And actually I

would say that have still been doing it. Have still been doing it up until right now. Right now in this moment. And to give you a little bit of context, I was listening to an audio training from one of my mentors from afar. Her name is Stephanie Hewson. And one of the. Questions.

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Not necessarily a question, but statement that she made about herself was the reason that she felt she was so successful is because she continued to raise the bar for herself and her business, irrespective of the circumstances she found herself in. And. That led to the question of how do I get to raise the bar for me in this season of my life. And business? And it became apparent to me. That. I can absolutely be operating at a higher standard for myself always. But what I had done in 2023 when I removed that revenue stream. Is instead of being like, wow, I run a seven figure business, Wow, I am in the position to say goodbye to seven figures and stew blunt a million pound a year business, which is absolutely freaking extraordinary. It is wild, it's amazing, it is such an incredible achievement.

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But I didn't really feel like that. Instead of being like, wow, you are a badass when it comes to business, I was more like, oh, this isn't bigger than last year. Oh, I don't necessarily know that I can celebrate quite as much as what I did last year because our revenue isn't the same. And not just the same, but I've not continued to grow. Oh. This doesn't feel quite as good. And maybe I know as much as what I think I know. And that person over there is doing so much more than me now and. And it was quiet. These.

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Thoughts, which if we're going to attach a frequency to them because everything is energy, those thoughts were a little bit of embarrassment, a little bit of shame, a little bit of not worthy, a little bit of not deserving, a little bit of just be a little bit quieter because you are no longer the big dog. And because of the frequency of those thoughts and the energy that, again, very quiet but absolutely threading through what I was doing when it came to the raising of the bar externally, even though I have done some incredible things.

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You know, when I think about the book launch at the beginning of 2024 and being on Instagram for I think it was 12 hours straight, talking about the book, calling in

favors from my friends and the live events that I've done and the hair, the makeup, the production, all of those things like I've done some amazing things. However, all of those things have been with a little bit of, ooh, this is, this hasn't done a multi million pounds a year this year. And so maybe you're just not quite as good. That thread, as quiet as it's been. Has meant that I have not fully owned what a freaking badass I am. And wow, look at what this business does.

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And wow, look at the decisions that you made that enabled you to have the freedom to follow your flow and still be earning seven figures. So when I heard this statement and then asked myself the question, what does raising my standards look like? How do I get to raise the bar for myself? What I realized is as the raising of the bar wasn't first in my branding or my website or how I was presenting my products and services, it wasn't that. The raising of the bar was claiming my expert status as somebody who has been in this industry for over a decade, 12 years. Which is staggering when the seven figure coaching business has helped thousands of people across the world. And strategically is. Like when you present me with what is going on in your business, I am so clear. On.

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What needs to be released in order for you to step into another whole level. And I am so clear on that energetically. And I am so clear on what is available to you from the different strategies, because I have done them all and executed many of them to a very high standard. And the ones that I haven't executed, I understand, because that's what happens. When you do business to the standard that I have been doing business over the last, I would say specifically five years. And then the history. Of 12 years. And so the raising of the bar. Always has to start with that internal dialogue. And for many of you who have been looking backwards.

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At the version of yourself that, you know, had a 10k launch, a 30k launch, a 50k launch, a six figure launch, and are still looking back at your self, looking over your shoulder and saying, how do I get back there? You're looking in the wrong direction. Because there is only now. Who you are being now. And then the energy that you are directing from the now into who you are becoming. And so in order for you to raise the standards in your creativity, how you're presenting, how you're showing up online, and all of the other things that you choose to do as an independent business owner. All of those things are going to come from be

infused with. Your internal dialogue about who you are being now. Now, the really beautiful thing is that.

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Whether you think you can or Think you can't, you are correct. Whether you want to say, my life is a shit show, my business is a shit show, or this is the first day of the rest of my life, and from today I am up leveling all of the shit, I'm clearing my side of the street. Whether you allow the fact that you're choosing to clear your side of the street be the best thing that you have ever done, or you berate yourself for needing to clean your side of the street. Like, whether you think you can or you think you can't, you're correct. Whether you think you are or you think you aren't, you are correct based on. How you choose to show up. So if you think that you can and then continue to act like you can't.

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The results will reflect that. If you think that you can and then choose to take action in alignment. With claiming that you can, knowing that you can, knowing that it is inevitable that you will. Your results over time will reflect that. So the biggest mistake that I made after losing. A million pounds. Was to sit in the frequency, as subtle as it was a shame that I wasn't doing bigger, I wasn't doing more, I hadn't done it faster, instead of owning the power that it took and the courage it took to say, I don't want to do the thing that is not lighting me up anymore. And then allowing that shame of not doing bigger, faster, more, now, immediately. To mean that I wasn't able to take up space in ways I'd already earned. I'd already paid my dues, baby.

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And so I want you to take inventory. This episode is about you taking inventory. How you are viewing where you are right now. And noticing if there is any tinge, any frequency of not enoughness. Because of comparison, either to your old self or to what other people are doing. And understand that has to be put to bed today in order for you to create the space that. Is yours. By the very nature of you being here, it's already yours. So then, what do you want to do with it? How do you want to show up in it? Understand that for Everybody who is 2, 3, 4, 5, 15 steps ahead of you, there are an equal number of people who want to be where you are. They are your dreamboat clients.

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But if you don't show up with the power and the certainty and the confidence. That they need to hear and see, and most importantly, feel. Yes, they will go to your competitors. Yes, you will feel like you are shouting into the abyss and nobody's listening to you, yes, you will have launches that don't do what you know they could do they should be doing because of who you are and the tools that you use. So the invitation Whether you are just starting out. Or you have achieved a level of success before, you're not sure. When you're going to create the next level of success. I want you to know that. The question of how do I raise the bar today? Is a question that you get to be asking yourself. Well, daily, ideally at a minimum once a week.

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And for some of you, the answer to that question will be I raised the bar today by ensuring that my internal dialogue matches. The version of me that I'm becoming. I raised the bar today by ensuring that I am doing the work that I need to do to believe in myself. By the way, how do you believe in yourself more? You take consistent action. Because once you take consistent action, irrespective of whether your circumstances are positive or not, it builds your confidence muscle. You want to dive more into confidence. Check out the last two episodes, which have been called the Confidence Strap, Part one and Part two, and I go into a lot of detail there. However, for today. Ask yourself the question how do I raise the bar?

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And notice if when you're really honest with yourself, you know that you have not been elevating your standards because you've been looking behind you at what was instead of owning who you get to be now and who you are becoming. I trust that this episode has been. Really helpful. If it has, I would love to hear about it. Please hit me up on Instagram, give me your thoughts, share the show on your stories and tag me. And if you are not already a subscriber or follower, please do me a favor and do both, because. It makes it easier. For the podcast to be spread out and I want these words to be heard. There's a decade of wisdom over a decade of wisdom here. And yeah, I want as many people as possible to. Understand. What it takes to.

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Live from the frequency of receiving infinitely. I love you very much. Thank you for being here. Thank you for sharing. Thank you for sharing your thoughts and I look

forward to being in your earbuds next week. In the meantime, please remember that faith plus action equals miracles.