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Hello, hello, you gorgeous human beings. It is me, Suzy Ashworth, and you are listening to the Mother Truck and Infinite Receiving podcast. Oh, my God, what happened there? Did I just crash out? Did I just crash out publicly in front of you all? That will not happen again. I promise that will not happen again. What is wrong with me? We've got to the end of January and I would say that it's a game of two halves, always. It's a game of duality. And I am here for it all. Because this year, the word of the year, as you very well know, is capacity. And so personally, things are tricky. I would say still. I mean, when I say still, I mean navigating the loss of my nieces here very present and all of the challenges that come with that are very real.

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And outside of that, I feel that the continuing of life and the continuing of living is in equal parts really delicious and really beautiful. And also that brings up a lot of guilt and confusion and definitely not shame, but just guilt and questioning because there are so many really beautiful things that are also unfolding and birthing personally. And then professionally, things feel really, really good. And today's podcast is sharing with you six lessons from a six plus figure launch that we did just last week. The beginning of January is so interesting to me because we've just did this virtual launch where we were making the invitation for our certification and it's the first time in four years that we have not been live in London. I love being live in London. I love it, I love it.

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We are going to be live in London again this year, by the way. It's happening at the end of the year. It's a one dayer. That's all I'm gonna say right now. But it is happening. I love being live in London, but I'm not gonna lie, this month has felt so packed, like just so busy. We've had team members leaving. I am recording all of the certification, which is bringing me so much joy. But also it's a lot. We've had the preparation for the three days, so revising content, updating content because we hadn't done this since May of last year. And everything else, just normal client delivery, bringing on new people, stuff to do with team. There's just been a lot and I am really grateful for it all. And I am absolutely noticing how my capacity is increasing.

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And at the same time, there have been some things that have dropped off. So things like 75 hard. My commitment to podcasting not podcasting, YouTubing every single day. Those things have dropped off. I'm not drinking 2 liters of water at the moment every day. And what I notice really clearly is with something like 75 hard it requires me to habit stack. And when I am on form that serves me so deeply. But if I miss one thing, it puts the whole stack out. So I'm not quite sure what the solution is. I know that I love the way that I feel in my body and I love the sense of accomplishment I get when I am on that. So maybe I just and perpetually starting again, I'm not sure.

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Or I, I have a different goal and I set myself up so that I'm hitting that goal. And I say that because I have signed up to do a showcase, a pole dancing showcase in March. March 21st it will be with the second time that I have performed publicly. Actually it will be the third time. I'm not counting the time that I did at my own event because that was a whole different kettle of fish. But the second time I've done a traditional pole dancing showcase. So with that I want to feel as strong as I can possibly feel. I want to obviously be dancing as well as I can be dancing and I want to be looking hot to trot.

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So that's a really, it's a short term goal where I can absolutely get behind drinking more water, back to exercising twice a day because I've been doing once a day and clean eating those things. I can get behind for that. So maybe I'm just going to see about that. Anyhow, let's get into it. I've got six lessons for you from this launch which are going to be super helpful. And I want you to use this as a checklist for you to look at your last launch and ask yourself, where could I go deeper with this? And obviously use as you're prepping for your next launch. So my number one lesson is that repetition is key. So this is the third time in less than a year we have done this launch.

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The first time I did it was in March 2025, then we did it in June or the end of May

and we've just done it again. And I will be doing this launch. We've scheduled six times this year, but probably it will end up being four. I think because of other things that we are going to be testing that will mean that it won't be necessary if I don't desire it to be, for us to do six launches. Now what is also true is that when I wasn't doing three day launches, I was experimenting with one day launches which had similar content but in a compressed period.

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So I have spoken about these themes many, many times over the last 12 months, which meant that even though there was a significant amount that I wanted to update based on the results that we had got from our last few launches, and just also needing to make sure that this felt really relevant, really on the money, really up to date for the changes that have been happening in the world since June of last year. Everything is changing so quickly. And so I wanted to go into this, the three day workshop, knowing that it was the most up to date content and that it was going to blow people's minds. So there was a portion that I'd never done before that creates nervousness because we don't know how that is going to land.

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We don't know if people are going to enjoy it, we don't know if it's just going to connect with people the way that you want it to. And then I had my experience of what I'd done before. Now I have had mixed results in the past with looking at previous videos and asking myself what did I say and how did I deliver it? And when that hasn't worked, it has been because I have been coming at the review like literally taking notes like where did this joke go in? What did I say here, what did I say there? When I've tried to replicate what I have done in the past, it's never worked.

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Because the first time you do something, in my opinion, 99% of the time, it's not necessarily that it's the best, but it's the most authentic that you can do for that moment. So when you try to replicate it, in my experience, it's never lived up to the first time that I've done it. However, the first lesson is repetition, repetition. Because within repetition there is going to be refinement, within repetition there is going to become mastery. And so what I did this time is I looked at the videos so I could get

a general sense of not what the ad libs are, because the ad libs should be different every single time. But what was the key point? How did I communicate the key points? Did I like it or did I not? That is how I watched it.

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I wasn't trying to do the same thing, but it's like, okay, no, that is a very relevant key point. Let's just make sure that we hit that because that's super helpful. And then the rest I allowed myself to channel as the version I am today. I wasn't trying to replicate the past. And because of that, for all of the content that we had done before, in my opinion, it was tighter, it was more precise, there was a higher level of precision and I really enjoyed it. And you know, ultimately the new content combined with the updated, revised content enabled us to get the best result that we have had on these three day events to date. So there's a desire often with people like us to always be reinventing the wheel, always be doing something new, because, you know, that's what we like.

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We like the variety, we like it feeling fresh, we like to innovate. And that is great. And there is such power in refinement. And I think I said this in one of the previous podcasts, I think that this is why this year feels so exciting for me. Because yes, there are going to be new things that we are experimenting with, but the core of the business is all refinement. It's building on everything that we did from last year. There's a huge amount of freedom and flow in that because you're not on the edge of your seat all of the time wondering if and what is going to work. So that was number one, repetition is key. Two, make sure you are serving like there are a thousand people in the room. This is really important.

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What I know and what I have taught for a very long time is that the less people that you have, the more connection you can create. And so it isn't always about needing to have tens of thousands of people. And whilst for sure by the end of the year our rooms are going to be bigger, it's likely that by the end of the year, Instead of having 80 people registered for our three day events, it will be double the amount, 160 people and maybe there'll be 120 people on live. That will be super exciting. That will absolutely revolutionize the business. It will enable us to

scale the certification in the way that I desire. And in the grand scheme of things, that is still a small number.

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And often people think that unless I'm going viral, unless I've got 10,000 people, unless I've got a thousand people, that this is not going to be successful. And that isn't true. You know, when we, or when I made the invitation at the weekend, I didn't know it at the time, but we only, and I say only inverted commas, had 37 clients or potential clients on the call. That is a relatively small number that Relatively small number of individuals ended up being a 120,000 pound, 120,000 in sales, and that number increased to £153,000 with somebody else joining another container. That's such a small number of people for such an outstanding result. That is, some people will work for a year and a half, sometimes two years, to make that amount of money and sometimes even more.

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And we did it in four days, three days of the workshop and then a fourth day for somebody else to come in. It's wild. And it was such a small number of people. Why? Because I served like I say served like it was a thousand people. But that's not even. That's not even the point. It didn't matter how many people were on. Every single person mattered. So I didn't find out how many people were on when I made the invitation until two days after the event had finished. It didn't matter. I showed up wanting to be of the most optimum service. That's all I wanted to do. And that translated into people feeling like, okay, this woman and her team, they've got it. And I want to continue like, yes, I want to do this, and yes, I want to do this with you.

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So whether you've got one person, 10 people, 20 people, it doesn't matter. Serve like there are. Serve like it's the biggest and most important room, or serve like you're in front of the king or queen or whoever floats your boat. You get the point. Be authentic. Come from every a place of deep service that translates. Lesson number three is respond to what is in front of you. Now, this comes with confidence and experience. We had a plan for each of our sessions and based on what the people were saying in the chat and what they were actually doing,

because our workshops are very practical, I was willing to go off piece, go off plan to deal with what was in front of me. And I think that was very powerful. I know that was very powerful.

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That is the beautiful thing about having a live launch where there aren't a huge number of people and so that you can really connect with what do these people need right now that is going to help them have the ultimate transformation in the time that you have with them. Because the way that I look at it is that I know that if I have 100 people in the room, maybe 20 people are going to move forward. So I don't just focus on the 20 people that are going to. That I think are going to move forward. My job is to make sure that a hundred people in that room as close to as possible, are going to experience something extraordinary. Because if now isn't the time for them, then later will be if I can fulfill on that intention.

16:50

And so I can look to see how do I need to be flexible, how do I need to amend the content to really cater for their needs. So that was lesson number three. That is respond to what is in front of you and move accordingly. Lesson number four. This is something that I have been doing, I would say in earnest, for the last six to 12 months. Actually. I started doing it in March 2025, very explicitly, very intentionally. And that is letting people know why they are there right from the get go. And this is not something that ever used to be taught in launch psychology. It was always give value and then halfway through or three quarters of the way through, let them know how they can work with you deeper if they're enjoying what it is that you're doing.

18:00

Now, that has shifted one, I think in part because attention spanned. If you're working with people over a five day challenge and you wait till day four to mention that you've actually got an offer, you will be losing sales because people drop off a lot more quickly. But more than that, there is something very powerful about you holding a really clean, energetic frame for people. By saying right at the beginning of your masterclass, of your webinar, of your three day event, of your whatever it is, you are going to have an incredible life changing time. This is my

intention for you and I already know that there will be some of you that want to go deeper and this is your opportunity to really sample how I work, how you feel, how you're engaging with this content.

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Because if you are liking it, if you like the way that the space is held, then it will absolutely make sense for you to jump into the certification. And I will talk to you more about the certification later on in our time together. Being that upfront and explicit takes the ick factor away, takes the is she gonna pitch away? It takes all of that away. And people can just concentrate on the content. They can concentrate on you. That is what they are there to do. They're there to learn. And for those who are gonna want support, they are there to work out. If you are the person that they are supposed to tap into for that support, let them know at the beginning. It's transparent, it's authentic, there's no bait and switch. Everybody knows what they are there for.

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It is very powerful for you to hold the frame and set the frame like that number five you do you, baby. I cannot emphasize now more than ever before in a world of AI in a world where everything is so much more polished, everything is so much more. Well, it's just not real. It's artificial. It's artificial intelligence. Everything is polished to within an inch of its life. You doing you is the most powerful thing that you can do. And that takes courage and confidence. And what's interesting about confidence is confidence comes with the more courage you demonstrate. Because what you realize is that even in challenging moments when you are courageous, you realize that you're not dying, nobody's died. Your business isn't going to flatline because somebody didn't like the way that you said X, Y and Zed.

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But many more people will be like, oh my goodness, this is for me because I get her. I was, I'm going to go off on a little bit of a tangent here, but I was, I saw somebody who had done an AI shoot the other day and everybody was like, oh my God, you look so amazing. This is so great. Looks fantastic. And I looked at and I just saw. I will be so pissed off. If I signed up for your program and thought that the 25 or 30 year old version of you was going to show up, I would feel completely

hoodwinked. It's like, that's not you. If we're doing live calls together and you rock up, you rock up. I'm like, who are you? I didn't just buy from you, I bought from you like 20 years ago.

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It's not you, it's not real. Like, please, for the love of all things good, like, I'm not, I am not anti an AI photo shoot, but make it look like you for the love of all things good. When you show up, like a lot. This is me, what you're listening to right now. If we go out, this is how we're chatting. I might not be quite as impassioned, but you get it. If we're talking about something I'm passionate about, this is the version that you're going to get. Some of you are going to like it. I mean, you're going to like it because you're listening. But some people are going to like it and other people are like too much. Turn the volume down. Slow it down. Are we still talking about business? Are we still talking about your dating life?

22:49

You do you boo. You are required. Your authenticity is required more than ever. And then number six, this is actually a post launch thing, but review, review. Review. It was so good this week to sit down with the team and be like, what really works well, what can we work on in the future? How do we make this even better the next time we do this again? It gives you something to build off of. It eliminates the idea, which is always a lie, but it completely eliminates the idea that you are going to be starting from scratch. You are not. You're never starting from scratch because you always have the experience, you always have the learnings.

23:38

But when you take the time to put it in black and white, and this might be a meeting with yourself and I, if you're right at the beginning of your business and don't have a team, but certainly for people who are more advanced, more further along in their business, then having that review with your team where you can look at your strengths, your weaknesses, your opportunities, your threats. Did I just give you a little SWOT analysis? I freaking did. Super helpful. This is what is going to enable you to grow. I'm a big review person. Review at the end of the day, review at the end of the week, review at the end of the month, review at the end of your

launches. Why? Because that is where the learning happens. That's where the magic happens, baby. That is where the magic happens, right?

24:22

That felt good. I hope you enjoyed it. If you did, let me know over on Insta. Give me a little tag. Share this with a friend and I look forward to being in your earbuds next freaking week, you beautiful human. And in the meantime, please remember that faith plus action equals. I was going to sing then, but I'm not going to do it. Miracles.