

Ep #1: Your Crew Is Here



Full Episode Transcript

With Your Host

Becca Pike

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Hey, entrepreneurs. Here we are, episode one of The Hell Yes Entrepreneur. And I am so pumped to be here with you. On this episode, I'm going to introduce you to myself and give you a quick takeaway to up-level that boss business brain of yours. Let's begin.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Hey, guys. I just want to thank you for being here. If you're a client of mine or you have followed my story, then you know that this podcast has been a long time coming. You also may know that this is my third time recording it because of technical issues.

One of the times, I didn't have my microphone on. One of the times, I had my settings wrong. And I feel like that literally just sums up who I am in so many ways. But not today, my friends.

I just got back from a morning rainy hike in the woods. I have had all of my caffeine. And I am ready to podcast with my microphone on. And I feel so thankful too for a quiet home. I'm soaking up this last week that my kids are in school before summer break.

Listen, y'all, I love my kids. I want to eat them up and love on them all the time. They're my favorite humans, especially when I'm drinking. But let's be honest; summer break is fun for like a minute before shit starts hitting the fan. And we have four kids. Four. It gets spicy around here, y'all. You're going to hear me saying y'all a lot. I am a Kentucky girl.

Now, with all of that being said, today is a perfect day to bring this podcast to life, so let's get started. First, I just want to highlight that I feel so strongly pulled to do this because I have learned so much going from broke AF to two companies in five years.

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I feel like, at this point, it is my duty to get on here and tell you what I have learned along the way so you guys can take these little nuggets of advice, put them in your pocket, and apply them to your own business so that you can see the same type of growth that I did.

My goal with this podcast, and the reminder that I am continually telling myself as I'm creating it, is to be the place for you guys to get information that I so badly wish that I had. I want to be the voice that I needed to hear because I know so many of you are needing that voice too.

If you're an entrepreneur or a business owner and you sometimes feel lost or sloppy or weird or crazy, then this podcast will be for you. And on the flipside of that, you also might feel sometimes just empowered and crazy excited and over the moon and ecstatic about business and entrepreneurship. This podcast is for you too because it can be hard to find those circles of friends that want to indulge in that with you. And I get that.

I felt both sides of this coin and I still do. And you will see that show up throughout the life of this podcast. We will cover everything from tips and tricks to grow your business, organic marketing, paid marketing, imposter syndrome, time management, how to become the best leader, how to manage people and teams and what roles your health and your relationship play in the success of your business.

Some of you might be working with your spouse. I will go over that as well, as a lot of you may already know who follow me, that I have a husband who I own a business with. We have learned a lot. So, we have the entire lifetime of this podcast to be going over those things. So, strap in and let's be in this together for the long haul.

In case you don't already know my, my name is Becca Pike and I am a business and mindset coach as well as a serial entrepreneur. So, I've worked with all kinds of entrepreneurs of all different flavors; everything from brick and mortar to online, service-based, product-based businesses.

And here's what I know to be 100% true. The success of these companies starts with the owner. And not to get too emotional on y'all from the jump

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here, but listen. I think you all, you entrepreneurs of the world are just so kick-ass.

An entrepreneur is a creator. We are artists. Entrepreneurs take an idea and we turn it into a full-fledged machine with bells and whistles and staff and structure. We're taking a freaking idea that is in our head and creating jobs in our communities and new opportunities for our clients, a future for our children, the list goes on.

Entrepreneurs are like superheroes in my eyes and I believe we not only need more of them. I believe that we also need more successful ones at that. That is why this podcast is going to be the resource and the tools to help you better yourself and your mind so that you can grow the Hell Yes out of your business. You see what I did there?

I also happen to believe that being a business owner is the most amazing career available. Guys, we have no ceilings on the money we can make. We have no ceilings on the amount of vacations we can take. But more importantly, there's no ceiling on the impact that we can have on the world, the money we can bring into our communities, and the opportunities we can provide for our clients.

And if that shit doesn't make you excited, then from what I see, you must be dead inside.

In this first episode, I will use this as a container to tell you a little bit about what to expect in the show. But I really also want to give you a small nugget of advice that you can take away here on day one. You can put it in your pocket, digest it all week, and it will help you become a better leader and business owner.

For some of you, the stuff that I go over in this podcast is going to be revolutionary material. For some of you, it may pose as a fantastic reminder. Either way, decide right now that you will leave here with a focus for the week and you will, my friend, kick as a little harder because of it.

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As I was sitting down to start deciding what material to give you guys on this very first episode, I kept coming back to the same core belief. As someone who deeply understands what it's like to hang with the, quote unquote wrong crew, friends group, and as someone who understands the power of hanging with the quote unquote right crew, I wanted this to be my very first podcast advice.

Protect your circle to protect your brain. Hang with the right crew. You are the product of the five people you hang with the most. And I would quote this, but honestly, I don't know who the hell said it first. I feel like everyone says it. It's all over Instagram. Am I right?

What is normalized in your circle will create the product of your life. If your circle of family and friends believes it's normal to complain their way through life and they normalize broke-ness and they talk trash about success and wealthy people, they have a lack mindset, they think everyone is scamming them, they make fun of you for self-improvement, they don't believe you should invest in yourself... I have a lot of examples. I wonder why. I don't know.

If you have this in your life, then it will be the hardest uphill battle to stay positive and to continue to believe in yourself. Likewise, if you are surrounded by folks that find it normal to double their business each year or they go to self-development retreats or they leave for a week to learn how to incorporate yoga into their business, whatever it is, you are setting yourself up for success.

So, let me ask you this. Who is around you? And I don't just mean who are the five people that you think you talk to the most or who are the five people that you like to talk to the most. I'm asking, who are the actual people that you're around the most?

A lot of times, this is parents, this is siblings, this is in-laws. Who do you actually put yourself in front of the most, whether that is in person, in the phone, on Zoom, at work? And ask yourself, what are their core beliefs

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about life? And then ask yourself, “Who do I want to become?” And then, go find those people, even if you have to pay to be in that room.

Around the age of 25, I was hanging with a crew that was less than successful. We drank all night. We partied all week. We went to every concert available. Monday, Tuesday, Wednesday, didn't matter, I was up until two in the morning just drinking and partying.

Way too old to be doing this. It wasn't even cute anymore. It was like, all of my friends were post-college, they were all going to get their doctorates and their grad school completed, and I was still like up at night, raging with my waitress friends until two in the morning. It was ridiculous.

We talked about wealthy people with a snarl on our lip, okay. We romanticized brokenness because being broke was artistic and we were free, or so we thought. We just wanted to smoke weed and listen to Led Zeppelin records and give each other tattoos in basements. It was weird, y'all.

But here's the truth. I wanted out of it secretly. And I knew I was above-average intelligent. And I wanted a different crowd and I knew that there was more for me, but it's so hard to break away from that because it is so comfortable.

When I met my now husband Mark, he had a head on his shoulders. It was something different than the people I was messing around with at the time. Mark spoke of things like self-development and growth. I had never been introduced to this world at all before. I didn't even know that there were books that could teach you how to become a better human. It wasn't until our fourth date that I realized that Tony Robbins wasn't his friend's name, but actually a famous mentor and speaker.

He had talked about Tony so much that I'd assumed it was Mark's roommate. He liked the idea – Mark liked the idea of creating a life intentionally and forming it like a blueprint. I truly believe that meeting Mark was a pivotal point in my journey.

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He introduced me to a new way of thinking and new people were now in my circle. And from that, I started channeling my creative energy and a switch flipped. The switch was the switch that created Becca Pike, CEO.

You may be one person away from a completely different lifestyle. And I mean that for better or worse. We are one person away from being talked out of our dreams. And we may be one person away from being talked into our dreams. Protect your circle. Protect your brain. And choose your people wisely.

Hey, guys. If you enjoyed today's show and don't want to worry about missing an episode, please be sure to subscribe and follow the show. And if you haven't already, I would really appreciate it if you could leave a rating and review to let me know what you think and to help others find *The Hell Yes Entrepreneur Podcast*.

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