

Ep #25: Different AF



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With Your Host

Becca Pike

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Hey guys. What is up? Today I'm doing a fun episode. So I've been told before that I'm different. I always took it as a compliment. Most of the time it was meant that way. Sometimes it wasn't.

For real I've been told that I think differently. I've been told that I articulate differently. I've been told that I'm highly creative and successful, simultaneously that I never seem really that stressed about it, or I always seem like I'm carrying things without much pressure. I've been told that I'm super confident, although I don't agree that that's actually the right word for it.

I do agree that I'm different. Ever since I was a little girl, I've always felt different than other people. Not in a bad way, not in a good way, just different. Definitely more opinionated. As I've gotten older, I've noticed that a lot of these differences have really helped to lead my businesses' successes.

So the other day I was thinking about all of this. I sat down, and I wanted to get some clarity on it. So I wrote some things down just to kind of clear up my own brain for myself. What I came up with was something worth sharing. So I'm going to give you guys what I wrote down. The top ten things that I notice about myself and the things that I'm doing that other people aren't necessarily doing or it's not the mainstream way of doing things.

It took me a while and a lot of effort to really mine out the thoughts and what they were. I've never had to articulate what I do that makes me think a little bit differently than other people. Some of these are lifestyle based. Some of these are business based. I wanted to package them up and give them to you guys because I know that you guys are going to be able to take from this, right.

You can adopt some of these for yourself or not. It's up to you. On today's episode, it's all the things that have made me a more successful businesswoman and an overall happier person. This is episode 25. I'm your host Becca Pike. This is *The Hell Yes Entrepreneur*.

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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.

Hello, hello entrepreneurs. What's up? Guys, it's fall. It's sunny. It's beautiful today. My Bitcoin and Ethereum are through the fucking roof. My hair is looking good today. My brain is sharp. I'm fully hydrated. My husband's sexy. What more can a girl ask for, you know?

I want to jump right into the material, but I always feel like I need to warm you guys up a little bit. Otherwise it feels like we're jumping into bed too fast, you know. Maybe if I sprinkle in some tidbits about my life or my business or some chit chat that you guys are going to feel better than if I just start the show in full swing.

Is that true? Do you all like to be dated? Do you like to be coaxed? Or did I just make that up? Tell me sometime. You can leave it in a review or on an Instagram message or a pigeon carrier. Throw that shit in the ocean in a bottle. Let's just see what happens. Okay?

All right. Time to start the show. You ready? Top ten things that I have discovered that make me a wee bit different and a wee bit happier than if I didn't do them. Before we get started, you must know that I take no responsibility for your choices or the consequences that come from them. Today I'm going to be talking about drugs and nutrition and telling people to fuck off. What you do with this advice is up to you. Don't blame me with what happens. Okay? Okay.

All right. Now that we've got that out of the way. Number one, numero uno, I don't have a lot of rules for myself. Whether you realize it or not, you have rules. Everyone has different rules. Rules being things you think need to happen in order to X, Y, and Z. In order to be happy, in order to be

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successful, in order to be liked, accepted. Some people have rules like this, okay.

I must be thin. I must say yes when I'm invited to things. When my husband wakes up, he should make the bed. My kids should clean up after themselves. I should be doing more. I should be doing less. I need to be making this much money. My spouse needs to be making this much money. People should be great drivers. People should not run stop signs. People should wear masks. People shouldn't wear masks. People shouldn't be on their phones so much.

Okay, these are all rules. The more rules you have, the more likely you are to be upset, okay. Because your rules are going to get broken. Simple, right? So I try not to have a lot of rules. I don't think everyone should be a great driver. I think there are good drivers and bad drivers, period. Statistically I'm going to come across both of them. The end. That's as simple as it is in my mind, right? I don't get tore up over the drivers whether they're good or bad. Statistically they're there, all of them.

I don't think people should be wearing masks. I don't think people should be against wearing masks. I have friends that believe both sides. I want to keep both sides of those friends. I watch them being torn apart between their family and their friends because of different rules that they have for themselves. That's just not for me. Simple as that. I don't have a rule on it. Do what you want.

I don't have a lot of rules about my husband and what he should be or shouldn't be doing on a daily basis, okay. My main rule is that he is happy and that he contributes to me and my children's happiness and wellbeing in some fashion. That's about it. Some days look different than others. Some days he's doting and loving and spends every second with us. Some days he wants to play video games and build furniture alone in his mancave. Both are fine, right.

The three main rules in my life. Number one, be kind to other humans and animals. Number two, raise capable and contributing humans. Number

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three, have a human experience. Experience what it means to be human, all the emotions. Travel, happiness, sadness, all of it. Everything that it means to be human.

In my opinion, those are the top three things, right. Be kind to humans and animals, raise capable humans, and just enjoy this experience that we have, right. Rules are the number one thing contributing to or sacrificing from happiness.

All right. Moving right along on the Becca top ten differentiators. By the way, I know that I'm not just different in all of these. A lot of you guys hold these same qualities, okay. All right number two. I am constantly inspired by others.

Hear me when I say this next sentence. Sales in business growth come from being able to inspire people. Inspiring them to buy from you, inspiring them to trust you, inspiring them to see you as the expert in your field. If people aren't buying from you, then you're not inspiring them. The only way to get people inspired by you is to be inspiring. The only way to be inspiring is to get inspired by others.

Every day you will see me listening to podcasts of people who absolutely amaze me. I love reading stories, watching documentaries. Not just in business but humans. What we have been through. What we are capable of. I love reading about world wars and extreme poverty. Not only does it make me feel thankful for my plush life, but it inspires the absolute shit out of me to experience all I can because of my privileges.

I absolutely love humans and the human experience. I can't fucking believe we've evented telephones and spaceships and even our pet robot Elon Musk, right? It's mind blowing. Humans are mind blowing to me. Sometimes I go on a walk at the park, and I just look at people. Is that weird?

I can feel inspiration by seeing them in their life, in their struggles, in their kids running around, in their chatter on their cell phones. I love to watch other people having problems and doing scary things and be things and

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noble things and hard things. Inventing things. Experiencing things. Growing things. It makes me feel so deeply. Because of this, by the way, this is a skill. This is something I've practiced. Because of this, I'm able to create that emotion in other people. I'm inspiring because I am constantly inspired. Okay?

Number three, this is a little bit more business related here. On social media, I post for quantity not quality. That's right. I don't look for quality. I look for quantity. I've always loved social media. I love what it does for us as a society and the leveraging tool and effect it has for business.

I've watched my clients be crippled by perfecting their posts about business. Because of this crippling perfection, they pump out maybe one, maybe two posts a week maybe. I post sometimes three/four times a day. Because when a thought enters my brain, I just share it to the world unpolished.

It allows me to show up 20 times more than my competitors, and it sounds more authentic and less perfected. Which is what people want. Showing up more makes me more valuable to them. Adding value is what builds rapport and trust, which we talk about a lot in Three More. If you're one of my Three More students, you already know this very deeply.

Number four, I eat for brain health. I used to eat to be skinny. Then I went through a phase where I ate to be muscular. I've eaten for recreation. I've eaten for socialization. I've always had a love for nutrition and fitness. But in the last few years as I've gotten a little bit older, I've started really leaning more into the biohacking and functional medicine world, right. I've learned about hormone levels and how they play a role in our body and our brain and cognitive function. What has really piqued my interest is the newest and latest developments on inflammation.

When we eat crap foods or drink alcohol or too much caffeine or we're in touch with too many toxins, our body responds with a defense mechanism, inflammation. Everyone has it. A lot of people think of being inflamed as being just like, "Oh, I'm inflamed. I'm swollen. My pants don't fit. My fingers

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are swollen. My rings don't fit." I don't know. That's the way I used to think of it.

Over the years, I've studied brain inflammation. How our brains become inflamed just as much as our bodies. With brain inflammation comes what we call brain fog. This is the inability to think clearly or sharply. The loss of words or sentences, downright feeling dumb or not present to be honest.

I deal with extreme brain fog when I eat gluten. It is so obvious now that I've connected the two. I have extreme brain fog when I drink too much caffeine. On days when I'm not battling inflammation, my mind is sharp. It's sharp as a fucking tack. When I'm battling it, I'm literally debilitated. The best way I can describe this is there's like 10 feet of fog in between what I want to say and actually being able to say it.

Your symptoms may not be as extreme as this or for some of you it might be. Regardless, your brain and your body uses inflammation, and it's taking a toll on your business. So to wrap this up I take care of my body and my nutrition for the sake of my brain health. That is my sole driver now. It is what decides what I put in my mouth. What I put in my mouth decides how much money I make and how successful my companies are because it decides how well I can articulate and influence and inspire people.

Number five, I don't give a fuck. I don't give a fuck. Here's a disclaimer. I do care. I really do. I care about people. I care about how they're treated. I care how I'm treated. If someone rips me apart, I am a human and it hurts. But I will say this pretty confidently. I've always looked around and realized that I care the least of all of my circles of friends when it comes to, well, a lot of things.

I'm more willing than most of my peers to look dumb. I'm willing to try things knowing I have like a 50/50 shot at people making fun of me. I'm willing to say really sketchy things in order to connect with likeminded people knowing it's pushing other types of people away. I'm willing to break rules. I'm willing to be judged. It's just not a big part of the real estate in my brain

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to care whether or not people accept me. Again, disclaimer. I do care about people. I also don't. It's a weird balance.

Number six, I say no a lot. I suppose that this is a story of boundaries, but here it is. I don't just jump on board with things I don't want to do. I don't feel responsible to other people or their ideas. So if I don't want to do things then I politely say not to them, okay. This is pretty revolutionary for a lot of women especially, but men included too, especially in the business world. So this includes things like baby showers, kid playdates, volunteer stuff, double dates, school things. In business it happens too.

I was coaching someone who hired a marketing team, and her marketing team is very demanding. They're always telling her she should do this and do that. It's time to do another webinar and launch this course. You should write a book. She spent months trying to juggle all of what they wanted from here, and she was dying.

She had significantly improved how she views her boundaries with her marketing team. It's been really fun to watch her go through that. Sometimes we forget that our teams work for us. Their job is to bring us ideas. We get to say no to all of them if we want. We are the shot callers.

My colleagues say that I should get on YouTube and start a channel there because that's where all the money is. That sounds like shit to me. That's a no. My colleagues say that I should post on Instagram reels once a day. That sounds like shit to me. That's a no. My team wants me to do a webinar already. I'm tired. That's a no.

See how this works? I don't get roped into saying yes to everything. I only do the things that feel like fun, and they feel like love to me. Because of that, I'm willing to do more of those things and I'm willing to put out more and more action in my business because none of it feels like pressure. You should try it.

Number seven, I take nootropics. Nootropics are a cognitive enhancing drug. It allows you to think clearer and it enhances learning and memory.

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It's called a smart drug. Have you ever seen the movie limitless? It's based on modafinil, which is a prescription nootropic.

Nootropics are one of the drugs that I love that is in fact actually legal if you get the legal kind. It's not a stimulant like caffeine. If you want to do it over the counter, you can grab my favorite brand. It's called Onnit. The name of their nootropic is called Alpha BRAIN. It was founded by Joe Rogan and Aubrey Marcus, two of my favorite men influencers.

Take this at your own risk though guys. I would advise not to take it every day. Only on days you need your brain to work sharply. I would suggest playing with it first. Not trying it for the first time before you give a speech to 10,000 people. It effects everyone differently.

Number eight, I'm willing to trash things I've worked on if I decide they aren't working great. So I see a lot of entrepreneurs who go through with things just because they've logged days or weeks working on it knowing that it's not working.

My coach told me a story one time about how she commuted an hour every Wednesday for a year. She would commute an hour. She would film at a person's house in order to create videos for a program that she was creating. Then she would commute back an hour. Every Wednesday for a whole year. It took up four hours of her life every Wednesday for a year. After it was complete, she sat on it. She thought about it. It wasn't the direction she was trying to go anymore. She scrapped the whole thing.

My friends, that is a power move. When I first started business, I wouldn't even scrap an email if it took me time to write it. I didn't want to feel like I was wasting time. I felt like I was in too deep, and it would require too much of a loss to just scrap it. It's like when you've been with a guy for a really long time even though you fucking hate him, but all your shit's in his house. You're like, "Well, I guess I'll stay another six years because I don't feel like cleaning out his closet and I've got all my makeup there." Right? This is how I think of it.

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When I first started my business, I didn't want to feel like I wasted any time. So I always figured out a way to use it. At this level of my business, I'm willing to scrap just about anything no matter how much time I've spent on it. Just this week I wrote an entire webinar. Have you guys ever written a webinar? It takes forever.

I wrote a whole webinar. Then I retook this webinar course, like this class that was six hours. I retook that. Then I wrote 11 emails to support the webinar. Six that go out before it and five that go out after it. I alerted my team of all the roles they were playing in it. It took me like forever. 30 hours. I don't know.

I realized though it didn't really reflect what I was going for during this calendar time of the year. Seems like I would have figured this out before, but it took me literally fleshing this out to be like, "You know what? This isn't what I'm trying to do right now in October." So I deleted the whole thing and I started over.

I'm not saying you should hate your work and throw it away at the drop of a hat. I am saying though that being vulnerable enough to see and say, "Hey this isn't going to work. I'm willing to stop it here and not allow it to go further." Takes a lot of mature business strength,

Number nine, I 100% know that other people can do it better than me. I have a lot of business coaching clients who have a hard time allowing someone else to take over their social media or their email writing or their calendar or their phone call answering. I've never really understood that.

I've always known that there were experts out there. That's not my expertise. My expertise is talking to people about business. That's why someone else does almost all of my other things. They do it way better than I would ever do it. If I were to do it all, I would be juggling 30 hats.

If I take those 30 hats off my head and distribute them to 10 different people, those 10 people only have to balance three hats. They will have the time and the energy to give 100% of themselves to those hats. Therefore the quality will be significantly better.

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I hire out almost everything. I have a team that does the podcast for me. That does my marketing, my social media call to actions, my scheduling, all of it. Guess what that allows me to do? It allows me to focus on coaching business. So let other people be experts at what they're experts at. Let them expert all over your business.

Just start with one person. Think about something is a time suck for you, right. If you're still scheduling every person that calls your brick and mortar office while you're trying to provide the service, it's time you stop that. Knock that off, right.

Number 10, last but definitely not least. When I say this guys, I mean it truthfully and to my core. Are you ready? I equate a calm and joy filled lifestyle to monetary success. I'm going to say that again. I equate a calm and joy filled lifestyle of monetary success. This is something I believe down to my core. That hustling and exhaustion and fatigue and loss of sleep block us from success.

I purposefully shamelessly aggressively schedule an abundance of time freedom into my schedule and force myself to shut off my work brain. I hike. I explore. I hobby. I shop. I cook. I host friends all the time. I do 100% without a doubt believe that it allows my brain to become significantly more creative so that I can show up on here and on social media as the most influential strong minded boss business coach that I can be.

All right guys. That is it for me today. I hope you enjoyed this fun little episode. Now go out there, take a nootropic, go on a hike, get inspired, say no, get rid of your rules, and trash all the things that aren't working for you. This is your one life. Let's make it a hell yes life. Goodbye.

Hey entrepreneurs. If you are ready to create your first six figure year, your next business investment is our course Three More. When you sign up, you will get instant access to our video vault. In these videos, I teach you exactly what I did to create a highly successful brick and mortar company as well as a booming online company. Both successful in their first year. It was not luck guys. It was a process. I am now offering that process to you.

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In this class, you will become a master at organically attracting clients. Three at a time to be exact. #ThreeMore. You will know what to say during a consult or a conversation about your business so that people want what you're selling when you speak to them.

You will know what to do when your client feels timid to invest in your service. They might want what you're selling, but they feel on the fence about investing. This is normal. To become successful, you must know how to gently and confidently navigate these situations without being pushy but with their best interest at heart.

In Three More, you will learn new ways to think about money and sales and growing your audience, so they are lining up to buy from you. This is not gross and sleazy sales tactics. This is learning to inspire through quality service.

Best of all, you will have a community of other Three More members all reaching out for the same business growth where you can ask questions, make friends, and lean on each other. Our members say that the community is the best part.

If the community and the video vault doesn't already make you feel like you won the business coaching lottery, we also have weekly live coaching calls. Every Tuesday at 1:30 Eastern Standard Time, you will receive live coaching in our community via Zoom so that you always stay in line with your goals. You can begin coming to these calls as soon as you sign up.

Guys between the video vault and the community and the live coaching, the program is fail proof. We are so confident that you will love three more that we have a risk-free guarantee. If it doesn't work for you, we will send your money back no questions asked. There hasn't been a single person that has wanted their money back. In fact, the reviews for this course are all five stars.

Do not wait. Go to www.threemoreclients.com right now, right this moment. Make the decision right now that our business will inevitably be successful. I can't wait to see you in there.

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