

Ep #39: Meet Becca from 2 Years Ago on The Lexington Business Show



Full Episode Transcript

With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

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Hey guys, what is going on? Today we are going to go back in time a little bit. So I came across an episode of a podcast that I guested on about two years ago. It's called *The Lexington Business Show*. At the time, my youngest child was just a baby. This was just two years ago, right. So she was like one/one and a half. Massage Strong hadn't even announced our second location, and I had just started business coaching.

One of the reasons that I wanted to show you guys this audio, this podcast episode was A, because it's hilarious. We just laugh a ton. We talk about all kinds of things. Unripe bananas, business, poop, beads, ayahuasca, all kinds of stuff. You guys are going to get to hear a fun side of me on that front.

Also because I want you all to consider how much can change in two years. I was just getting started in the business coaching world. I was just getting started in Massage Strong. This was just two years ago. I mean it's literally mindboggling when I think about how far I've come. I'm still the same girl. Still making the same ridiculous jokes. Still doing the same thing. I just want to show you guys what's possible and what can happen in two years.

So we're going to have this little Throwback Thursday, Flashback Friday, whatever you want to call it. We're just going to take a step back in time. We're going to listen to Becca from two years ago. I hope this is entertaining for you guys. A huge shoutout to *The Lexington Business Show* for allowing me to recycle this episode. I hope you guys enjoy and have fun with this.

This is episode 39. I am your host Becca Pike. It is time for your weekly dose of Hell Yes Coaching. Let's go.

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

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you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Becca: There's actually weekend retreats that you can go to where CEOs, top dog business owners go, and for the entire weekend they focus on forgiving someone in their past. They do this for the sake of their business. Whenever you forgive grudges, you open up this whole new space in your brain for creativity and productivity.

I became a massage therapist. I went to the Lexington Healing Arts Academy here in Lexington, which is by the way one of the most accredited, maybe the most accredited school in the nation for massage. Right here in Lexington. A lot of people don't know that. Yeah, people travel from all over for this school. So anyways.

Patch: Would you say this is like the Harvard of massage?

Becca: Yeah. It's like if you could marry Harvard and Yale into a massage synched school. Yes. That's statistical. Statistically correct.

Patch: It sounded like it.

Becca: Yeah. So I went to massage school. I honestly had no thought of owning a business. In fact, they implemented business classes, and I just glazy eyed at them because I never expected I wanted to own a business. Business wasn't something that was ever in my life. My parents didn't have a business mind in anyway.

So I expected that I was going to go and work at a chiropractic office or a physical therapy office because I wanted to do a certain type of massage. I think a lot of people think of massage like relaxation and spa and this luxury and oils dripping on you. That has its place and can be phenomenal, especially if for just mental health, relaxation, and calming down.

What I wanted to do was more of like almost this physical therapy aspect. I wanted to focus deep tissue, injury therapy. I wanted to focus on athletes.

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Whether they were recreational weekend athletes or whether they were pro athletes. We've had everyone across the board coming into Massage Strong. This was before Massage Strong was born. This was just the idea that I had.

In Lexington, I felt like to get this type of therapeutic massage you had to know someone who knows someone. You couldn't just go somewhere and know that you were going to land a massage therapist that understood the anatomical physiological side of the human body, right?

So I started massaging. I rented a little room out of the back of this old warehouse in Nicholasville. It had no air conditioning and no heat. It was awful, and it was disgusting. To this day, I just can't believe that it played the part that it did. I remember telling my clients like I remember saying, "Guys, it's going to get better one day. I'm going to have a real place." They just believed me for some reason.

So I started doing this type of work that I wanted to do, and it became very popular to the point that I was completely maxed out. So I hired my first employee who is still with me today. From there, I just started hiring more employees as we got maxed out. Now we are at 23 employees. We just built a new studio downtown at the Lexington Distillery District. We are booming. We have a second location in the making. It's still top secret, but it is almost official. We are going.

Patch: So it's interesting to me that you kind of started there. Because as I'm thinking about this interview last night, I'm like Caylor, what kind of massage do you prefer? If I had to guess, I think I know the answer. What kind of massage?

Caylor: What do you think?

Patch: I think you want the deep tissue. You want somebody getting in there because I am what she described that she doesn't do. I want to be relaxed. I want there to be new age music with birds like you hear a seagull every once in a while. I want to smell the tea tree oil on the massage

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therapist's hands. That's what I'm there for. I want to fall asleep on the table.

Becca: Your beads give that away so much.

Patch: Yeah I agree. I am telegraphing this to the world. You probably want deep tissue.

Caylor: So first of all, I fall asleep in facials. I walk into a room like that with music playing and I'm done. I'm done.

Becca: Yeah.

Caylor: So I can't tell you the last time I had a massage. Yeah, I think it's usually been like a deep tissue or something. My wife's a massage therapist too. You should know that.

Patch: Is she really?

Becca: No way.

Caylor: Yeah. She doesn't practice anymore, but she used to. It was kind of cool.

Becca: That's awesome.

Caylor: It was really nice when we had a table at the house, and every once in a while she'd actually give me one. Now that's a long while.

Becca: Everyone always looks at my husband and they're like, "You're so lucky."

Caylor: Yeah it's like no, you never get them.

Becca: It's like no. I haven't massaged him in five years. I've never touched him before. I don't know.

Patch: Brandon I don't want to leave you out. What kind of massage do you prefer?

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Brandon: I don't even know.

Caylor: Brandon's like I like my feet rubbed.

Patch: Yeah my feet.

Brandon: Yeah somebody that's not an athlete out there working all the time dealing with injury and stuff of that nature, it would have to be something more relaxing probably would be the purpose behind it. Probably nothing aggressive.

Patch: Would you describe what you do as aggressive?

Becca: No. It's worth mentioning that every massage therapist has their own flavor, right. So every massage therapist can do the relaxation massage. That is like the baseline first thing you learn.

Patch: Do you have the CD with the seagulls?

Becca: Oh no. No. There was only so many years that I could handle raindrops and waterfalls before I was going crazy. In the beginning I would do that. I would listen to it on repeat, all the meditation type music. I remember one day I told my husband like I can't do it anymore. The music alone eight hours a day of seagulls. None the less, people love it when they have their massage. I will mention that you can absolutely come into Massage Strong and get a relaxation massage.

Patch: So you could ask for that?

Becca: Of course. You can just go to your massage therapist. They always interview you before you get on the table, and they ask you what you want that day. We can definitely do relaxation. If you come in and you're just like, "I just need some loving. Don't hurt me."

Patch: They have a little bit and they're like this guy's a petite.

Becca: Yeah. You've been there then.

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Patch: Yeah. They have a file.

Becca: You know about the box. Yeah, that's interesting.

Patch: I don't think my name's on it. It just says...

Becca: It's the Patch box.

Patch: Enough about me.

Brandon: So athletes. Athletes. that's what you're...

Becca: Yes, we see a lot of athletes.

Brandon: Okay. So tell us about some of the work that you do. I mean I follow your social stuff. I see some of it. If some athletes are listening to right now that haven't been to Massage Strong, what would you suggest to them?

Becca: Yeah absolutely. So there's a lot of pain and injury that can come from overuse. With athletes, we see a lot of overuse injury. So I'll just give you a very simple example. Any sport that has long distance running in it. So we can just say marathon runners, but there are several sports that entail that.

So marathon runners often have knee and hip pain. Knee and hip pain comes from a misalignment of the structure of your body. The misalignment can be from the overuse of the running. So the postures that you're using when you're running.

So what we do is we do like a gait assessment. We do it even when you don't know we're doing it. When you're walking down the hallway to go into the massage room, we are assessing the way that your hips stack with your shoulders, your knees, and your ankles.

So if we had someone come in that's training for a marathon and they've got knee pain and hip pain, we have this ability that we've been taught to figure out which muscles are pulling you out of alignment. So we are able

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to get in there in the soft tissue, the tendons, the ligaments, the muscles and realign them so that you can then go back into your sport and do well.

This goes for non-sports too. This isn't just sports. People that work in an office all day that are sitting at a computer, they have overuse injuries as well and they have postural misalignments as well. So it's not just for athletes, but athletes do come in often.

Patch: What do you see with Brandon? What's the problem here?

Brandon: What's the matter with me?

Becca: Peck tightness. Brandon, you have some peck tightness right here.

Patch: Is that true?

Brandon: Yeah.

Patch: Oh wow.

Becca: I bet you have, do you get headaches and neck pain?

Brandon: Yep.

Becca: Yeah.

Brandon: It's a wonderful thing. Look at that.

Becca: I know, it's a party trick. It's a party trick. I like to walk up to people at bars. I'm like how long ago did you get your knee surgery? They're like, "What?"

Caylor: And Brandon you're kind of a jerk. I'm detecting that.

Brandon: Yeah I see that on your shoulders. So how do you know whenever you need a physical therapist, a massage therapist, or a chiropractor?

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Becca: Fantastic question. I'm going to try to do this in the most unbiased way because it's so easy for me to be biased, right. If you talk to a chiropractor, you're going to get different answers. I'm going to try to do it super unbiasedly.

Patch: Okay well.

Becca: So physical therapy is fantastic at strengthening muscles when there is a weakness or an overcompensation or an over strengthen because sometimes that can happen, right. Your glutes can be significantly stronger than your quads, and that would create a problem in your back. So physical therapists are going to show you exercises that are going to help you strengthen the weaknesses.

Massage therapists work with soft tissue. Muscles, tendons, ligaments. We release tight muscles to put your structure, your bones back in place. Your body naturally wants to be in alignment always. It is always trying to get back to alignment. So if you have, let's say, super tight pecks, then your shoulders are going to roll forward. Your shoulders want to be in alignment. So your body is doing this continual overcompensation in other ways. So all we are doing is getting in there and making it easier for you to hold your shoulders back.

Then so like a chiropractor is also putting your body into alignment but they work a lot with hard tissue. So bone. It's kind of a which came first, the chicken or the egg situation. So if you're out of alignment and you go to a chiropractor and they put you back in alignment, but you don't fix the reason you're out of alignment. You don't loosen the pecks. Then you're going to find yourself going to the chiropractor like three times a week.

That is a very biased statement. I tried so hard to be unbiased. I think chiropractic's amazing. Physical therapy is amazing. I think it's a full circle on wellness and health. Like yes, there are times that you absolutely need to go to the chiropractor. I had displaced a rib recently. That's not something that a massage therapist—

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Patch: Where did you leave it?

Becca: I left it in my car. It was so weird. Good joke. Anyways, chiropractic has amazing results. Nonetheless, you have to be able to create the release in your soft tissue in order to keep your structure aligned.

Brandon: So if you're somebody listening to this, and you don't know the difference between any of those things. Like you know that you have parts of your body that are hurting and whatever. How do you know where to start? Do you know what you mean? How do I know that I should go get massage therapy first?

Becca: You should come into Massage Strong, 1170 Manchester Street.

Patch: There you go.

Brandon: And a super-secret second place.

Becca: So you're just saying if someone has neck pain, what would they do first?

Brandon: Yeah if I'm sitting in an office somewhere downtown right now and something hurts, how do I know where to start? Should I go to you first? Should I go to my primary care physician and talk about it? What do I do?

Becca: It depends on what outcome you want. So if you want to get muscle relaxers and you don't want to create space in your schedule to go and do a self-care ritual. Like there are lots of people that say, "I'm too busy. I don't see myself having a maintenance program where I'm going to get massages once a month to keep myself in alignment. I really do just want a pill that will help me." Then you go to your doctor I guess.

If you want actual relief and you want to remove the band aid, I say start with soft tissue because it's an easier manipulation than the hard tissue. It's less invasive. So to me it's you go to your massage therapist first. Your massage therapist is going to be able to tell you if it's soft tissue or if it's

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hard tissue. If you need to go to a chiropractor. Then you can go to the chiropractor. They will often send you to a massage therapist that is in their office.

Caylor: So we do have a specific question on Facebook.

Patch: Okay somebody asked a question. Let's hear it.

Caylor: So do you think that massage would help with backpain from a partially fused SI joint? Is that right? SI joint?

Becca: Yeah. Yeah. Sacroiliac joint. So whenever we have people that are post op surgery, even if it's 20 years back, what we see is a lot of pain relief whenever we release the muscles around the site. So let's say they had SI joint fuse, obviously. So their psoas and their glutes, these are all hip flexor muscles, buttcheck, quad, all of this. These are very big muscle groups in your body. When you can release those around the site, it stops pulling on the site. So if they're still having pain then yes, absolutely.

Caylor: Okay.

Patch: I assume she was asking, but I'd like to weigh in on that question too. I'm just kidding. Becca, you and I met a couple of weeks. You said something to me that I've thought about every day since we met.

Becca: Oh I'm so excited.

Patch: I was eating a banana. I just got it at Whole Foods, and it was not ripe. It was not ripe at all. You told me people purposefully seek out unripe bananas and eat them. So I ate it. It was disgusting. It was like a slightly banana flavored piece of cardboard is what it tasted like. So my question is do you seek out and eat unripe bananas?

Becca: No, they're gross.

Patch: Yes, they are. Exactly. Good.

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Becca: But I will say, it's a resistance starch. There are other ways to get resistance starches in your body. This is a fun fact. If you heat and cool potatoes, the more times you heat and cool them the more resistance they are. So for example, I have a bowl of sweet potatoes that I just keep in my refrigerator because I eat a ton of sweet potatoes. I'll just make like 20. Then I'll mash them, and I'll put them in this bowl. Then every day I dip out and eat it.

So anyway whenever I dip it out and I heat it up and then I put it back in the bowl, like if I don't eat all of it, then I do it again and again, it becomes more resistant. Your body wants resistance starch. It is one of the most amazing things you can do for your digestive system and your gut health.

Patch: I'm going to be honest. That sounds made up.

Becca: What? Resistance starch?

Patch: That if you take a bowl of potatoes and heat them and let them cool and heat them again, that sounds made up.

Becca: No I promise. It's real.

Patch: All right.

Caylor: You've got to try it. It's good for your gut health.

Becca: It is. It's good for your gut health.

Brandon: No I believe her.

Patch: You believe her.

Brandon: I don't need to Google.

Patch: Do you believe her about the bananas?

Brandon: I believe everything that's happened right now.

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Patch: I'm so glad to hear you say that you found that disgusting too. Because you were like, "Yeah I eat." I'm like when did you become a psychopath?

Becca: Yeah. No if I told you some of the stuff I do for gut health, you would think I'm a psychopath.

Patch: Oh yeah? What do you do? Tell us something.

Becca: I have taken a route in my life of, I guess, just self-education. I became weirdly obsessed with it. I love reading about nutrition, finances, business, relationships, everything.

Patch: Give us a weird thing you do for your gut health. Come clean.

Becca: Let's see. Well.

Brandon: Besides keep a thing of sweet potatoes all week.

Patch: Besides reheating.

Becca: I had to put my poop in a cup and send it to a lab to get my microbiome tested.

Caylor: That doesn't sound weird.

Patch: Did they ask you to do that, or did you just do it?

Becca: No I just sent them poop in a cup. They were so confused.

Patch: Who sent this? Who is Becca Pike?

Becca: But no, yeah. Yeah. Resistance starch is totally real. You should read about it.

Patch: So what did they tell you based on your poop?

Becca: Tons of stuff. Tons of things. It was crazy. No, for real guys.

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Patch: One thing. Tell us one thing.

Becca: Let's see, I am more likely to die from blood cancer than anything else.

Patch: Got that from your poop?

Caylor: Wow.

Becca: Yep.

Caylor: That's crazy.

Patch: Okay.

Brandon: Well, that makeup of what's in it, right?

Becca: Like barring that I get hit by a bus.

Patch: All this blood in it.

Becca: Well all the bacteria.

Brandon: No they're saying like if you have certain microorganisms that are present or whatever.

Becca: Yeah absolutely.

Brandon: Kind of makes sense.

Becca: It depends on how many antibiotics you've been on in your life, what you've been exposed to, what type of food you eat. I don't eat store bought meat because of the antibiotics that are in the animals that would then go into my body. I do everything I can not to be on antibiotics. I joked that I died last month because I had pneumonia. One of the reasons that it took so long for me to overcome it was because I was doing it without antibiotics, which you can get over pneumonia without antibiotics.

Patch: Gotcha.

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Becca: It just takes a lot longer. But for me, taking an antibiotic and what it does to your gut health for the long term, like 20 years from now is substantial. It's super overlooked. It's one of the problems with western medicine.

Patch: So your likely cause of death, that's what you learned. They weren't like, "You're a Pisces." They couldn't get that, right?

Becca: I am a Pisces.

Patch: Are you really? No I know. I looked at your poop.

Brandon: This is great.

Becca: Did I accidentally send it to your house?

Patch: You did. You did.

Becca: Oh man, what a mix up.

Patch: The Amazon guy was like, "What the hell?" Yeah you're a Pisces. I concur on the blood cancer thing.

Becca: Yeah thank you. Yeah. Your insight has been amazing.

Patch: Stop eating so much corn.

Brandon: So I'm going to bring this back around.

Patch: Yeah somebody take this crazy.

Brandon: So as a business show and somebody who didn't grow up around business, what influenced you to get into it?

Becca: I think I had some very basic realizations. It's funny because it's going to be just jumbling to even say this, but it had never even occurred to me to ever own a business. When I started massaging, I was massaging at first out of a chiropractic office. He was nice enough that he would let me on Saturdays see my own clients while he was closed.

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I realized that on that Saturday, I would make twice as much money as when I worked for him throughout the week from 8 a.m. to 6 p.m. So 8 a.m. to 6 p.m. I'm making X amount of money. Saturday I'm doubling it just by myself.

Brandon: Is it because of how you had to market it or were they different clients?

Becca: Well because the amount he was taking out of it was massive. Then I got to keep 100% on Saturdays, right? It was like a lightbulb went off. I was like oh, obviously I could go rent a place and do this. Just the realization, the very basic realization that there's no ceiling in business. It is literally as big as you want it to be. It's as big as you're willing to play. It's as risky as you're willing to risk. The reward is as massive as you want it to be and are willing to go after.

So from that point I was like I can make a way bigger impact on Lexington. I was so gung ho on changing the way people viewed massage. I was like people have no clue what it can do. People think of it in this once a year Mother's Day gift certificate luxury way. They have no clue. They're walking around with all this back pain.

If I stay with all this passion in a chiropractic office clocking in and clocking out, I'm not going to be able to make the impact that I could make if I just go out and get a place for myself and for lack of better words just go balls to the wall. See what I can do with it now at this point.

Brandon: So what was your biggest struggle as you grew a business from where it was to where it is now. Secret second location sometimes soon. What was the biggest take away for you during that journey?

Becca: I think for me it was that you don't have to know how it's going to happen. You don't have to have it envisioned perfectly. So if someone told me back then, "Becca, in two and a half years, I need you to have 22 employees. I need you to build out a beautiful \$80,000 location in the heart of Lexington." I would have shit my pants. I would have been like there's no

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way. My brain wouldn't have been able to see how. At the time, it was just me by myself on Saturdays in the chiropractic office. I couldn't have seen how.

So I coach business as well. I like to tell my coaching clients guys you don't have to know how. It doesn't have to be written out so perfectly. You have no idea what's going to fall in your lap tomorrow, next week, the month after that. The Massage Strong journey took so many veers and different angles that I would have never expected. So to get caught up in the how is a waste of time.

Just being able to release and trust that you're on the journey and you're exactly where you're supposed to be. As long as you're moving the needle a little bit everyday then massive things can happen. So to me, just stepping outside of my comfort zone just a little bit every single day and doing something a little bit different to grow the business. Just the overall compounding effect that that happens.

Brandon: So just getting started, right. Not getting paralyzed by planning everything out.

Becca: Not getting paralyzed. Yeah, yeah.

Brandon: That's one of the things like for the three of us when we were starting to come together to do the marketing thing was I'm very much the overthinker of the group.

Becca: Yeah. Paralyzation by perfection.

Brandon: Yeah. Well and a lot of that is trying to game plan and whatever. Of course at a certain point, you've got to just do something.

Becca: Absolutely.

Brandon: So it's been good having some more moderate voices.

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Patch: Yeah because Caylor's just a strategic thinker. I'm a no thinker at all.

Brandon: So here we are, right.

Becca: Yeah. Yeah. That's fantastic. I have coaching clients that I watch them get paralyzed by this idea that they have to have all these things. So let's say that I'm coaching someone and they're like, "Well, I'm going to launch my product whenever I get this website done." Then they get the website done and they're like, "And now I'm going to go get the certificate that's going to help me launch my product." Then they go do it and then they're like, "Okay I'm not ready yet, but I'm going to go do this other thing."

I'm like just stop. Take a second, take a breath. Go sell your product. You can sell your product. You can become very wealthy, very impactful, very large business without even having a website. I know that's opposite of what a lot of people believe. A lot of people say, "Oh, you're going to start a business. People need to be able to find you." They do, absolutely.

Nonetheless I have watched time and time again, and I've done it myself where I am 20 steps ahead of this other entrepreneur because I started. I'm up here, but I have no website. I've got no social media, but the amount of money that it's bringing in and the amount of people and clients that it's working with and helping is way beyond the lightyears of the entrepreneur that is waiting to start to have everything perfect.

Caylor: Funnily in that the first couple clients anyways are largely testing everything you do.

Becca: Absolutely.

Caylor: So it's like get them quick so that you can get past that stage and actually keep going.

Becca: Yeah of course.

Brandon: They help you vet it out, right.

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Caylor: Right exactly.

Becca: You can be so open and humble about it. When I first started business coaching, I've known that I was a business coach since day one that I opened Massage Strong because I became so engulfed in it. I read everything. I started giving business advice, and people were growing businesses and doing really well with it. I didn't start monetizing it until about nine months ago.

Nine months ago I had someone come to me. "Becca every time I am in front of you, you inspire me, and you help me grow my business. But I'm only in front of you like every three months. How can we make this a thing where I pay you and we actually do this?"

It was so funny because that morning, like an hour before that situation happened I told my husband I wanted to become a business coach. So it literally fell in my lap. So I told her, I said listen. I want to be a business coach. I can't believe you just said that. That's crazy. I'm dreaming. How about this, you pay me. I'm going to literally hold your money in case you don't like it. I'm just going to give it back to you.

I was so open about being a beginner. I think people try to pretend that they're not a beginner or they try to put on this façade that they think is going to help them in their business. When if they were to just open up and show their humanness and to be able to say like, "Hey, yeah, you can pay me. I don't know how this is going to go. I've never done it. I have the best intentions possible. I know I can do it, but there's going to be so many wrinkles to iron out. I'm so glad that you're going to be my first client. I'll give you all your money back if it sucks."

Patch: Do you still have the money? Did you give it back to her?

Becca: I think I spent it.

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Brandon: I feel like that speaks to their confidence in their product, you know. It doesn't matter how old the company is. If the product is strong, the product is strong.

Becca: Yeah.

Brandon: So if you admit it upfront or you have a great product, you can allow your first customers to help you vet it out and figure it out.

Caylor: Well how many processes did we have in place that we've changed now? Because you think it's going this way and the market says something completely different. You have to kind of twist a little and switch it up based on what people are going to pay you for it.

Becca: Yeah absolutely. Always. I tell people all the time. I'm like just try things and be okay with failing. Like it sounds so cliché because every time you read about these business books they're like, "Take risks. Be okay with failure." But like no really. Like really be okay with failure. Really know that when you...Like I wish I had a log of how many times I just zeroed out my bank account with this thought that this thing was going to work. Sometimes it did. Sometimes it didn't. Sometimes I got myself in sticky situations and sometimes I didn't, and it was successful.

Getting so far out of your comfort zone and being okay with the fact that it might fail. Being okay with investing in something that you don't know if it's going to work. Using your best judgment and your best education and your best knowledge. Don't just go out throwing your money at everything. Also I think people stay so small because they're so worried. That's totally normal. It's innately in us as humans to stay safe. It's our survival part of our brain, right?

Unfortunately, our brain doesn't understand that we aren't in survival mode. It's still ticking the same way it always has with all of our ancestors. So a business is scary, and your brain sees it as such. So it says when you have a situation where you can go either left or right, your brain will always tell you to go the safer way. You have to kind of override that.

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Brandon: So I'm curious about two things. Something that you were like super pumped about and you were like, "Oh my God, there's no way this fails." Then it failed. If that's happened to you, what was that? Then maybe the office. Maybe like, "I'm going to try this, but I don't feel very confident. Oh my God it actually took off." You know what I mean?

Becca: Okay so this might be what you're looking for, but it's a fun story. So when I was opening this location down here, we had to build it, right. In the Distillery District, there was no floors, no walls, no ceilings, no HVAC, nothing. So my husband and I, my husband is a really big part of Massage Strong. He used to be an accountant. He came on full time about two years ago, and he is everything. I hit a cap on what I was capable of doing in this business. He came on and was able to just push us.

So my husband and I were down there. We were looking at this blank space. We knew we wanted nine massage rooms, or 10 depending on what we could figure out. We were like how big is a massage room? If we mess this up, it could be really problematic. So we did what any professional would do, and we took tape in our living room floor, and we marked out different sizes of rooms. Then we put massage tables in them and walked around and pretended to massage. We're like I think this works. I think it works.

So we came up with a number that we decided was a massage room size, and we told our contractor. He built the rooms. There was an eight week period where we got some new information into our lives and realized that there was a really good chance that we were \$60,000 deep and had completely nonfunctional massage rooms for a long time. It was the scariest most ridiculous.

Now looking back I'm like how ridiculous? Because we did. We went to other massage therapy places and got massages. Literally when they walked out of the room pulled tape measures out of our things and were measuring other people's rooms. Then when we got this other piece of information, we thought we had the wrong room. It was the craziest thing.

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So anyways, that is an example of taking a massive risk, it not panning out the way that you think it is. Turns out it was totally fine. But for those eight weeks, it was...

Brandon: I was going to ask what the information was. Can you divulge it? Was it a safety thing?

Becca: It was a zoning thing.

Brandon: Oh okay.

Becca: Yeah. Turns out it was fine. It was not what we thought it was, but for eight weeks we were figuring out whether or not we were just going to like bulldoze it all down and start again.

Caylor: Wow. Wow.

Becca: That was a scary moment in our life for sure.

Caylor: I bet.

Patch: I think about the fact that y'all's place is in the Distillery District, which a lot of people would kind of think of oh there's restaurants and there's bars and there's night life place. You guys are a daytime, day hours, work hours business.

Becca: Yeah.

Patch: Has that been hard? Are you having to overcome expectations around that property?

Becca: It's been an advantage for sure because we have the whole parking lot. There is nobody down there. When people think of Lexington Distillery District, they're like, "Man, it's hard to park." We have the entire parking lot to ourselves. Everyone knows where it is because of the restaurants and because of the breweries. When you're going down there at nine in the morning.

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Patch: Nobody's there.

Becca: Nobody's there. We've got the whole place to ourself. There is a coffee shop going in over there. So we're going to have a little bit of daytime others.

Caylor: There's a gift store, right. Relic is it?

Patch: It's a furniture store, right?

Becca: Oh Relic is amazing. Have y'all ever been in there?

Caylor: No.

Brandon: Yeah I have.

Becca: It's owned by Chat. You guys should talk to the owner.

Patch: Okay.

Becca: He's really cool. He's also a bourbon connoisseur like you wouldn't believe. His house, I've never seen anything like it.

Patch: Is he a poop mailer? That's what I'm going to start asking everybody.

Brandon: If he mails his poop.

Patch: You ever mailed your poop anywhere?

Becca: I haven't asked him yet, but I will.

Patch: Find out and we will.

Brandon: Sort of an icebreaker.

Becca: If you tell him that I mailed my poop I bet he would say yeah.

Patch: He'll be like oh yeah, yeah.

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Becca: That sounds about right.

Patch: Does anybody want some?

Brandon: Oh my gosh.

Caylor: We'll ask to interview. Yeah, yeah, yeah.

Brandon: Well we always ask at the end of the show if you can refer someone.

Patch: So we'll just drop that question.

Brandon: Yeah we'll just drop that question. Do y'all want to rapid fire it?

Patch: I do.

Brandon: We are going to switch themes. So I will say this in this episode. We need a new name for this. So if anyone has any suggestions, make sure to reach out to us. Patch says word association round or something like that.

Patch: Yeah you didn't like my suggestion.

Becca: What was mine? Mine was good.

Brandon: Yours was pretty good.

Patch: Yours was Lexington.

Brandon: Lexington Inquisition?

Becca: Interrogation.

Brandon: Interrogation. Becca I think you have the number one so far.

Becca: If you keep that, I request that you trademark it to Becca Pike's Lexington Interrogation every episode.

Brandon: Every single episode.

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Patch: Let me tell you. That's going to pay off.

Brandon: That's good. All right so rapid fire question. Don't overthink these. First thing that comes into your head.

Becca: Okay.

Patch: Like word association.

Brandon: Like that, yes.

Becca: I'm so nervous.

Brandon: So what is your favorite place in Lexington that not a lot of people know about? Like a secret place.

Patch: Hidden gem.

Brandon: Hidden gem.

Becca: Okay I already know it because it's my secret place.

Brandon: Oh.

Patch: Oh you don't want to say.

Brandon: Now it's not going to be a secret place.

Becca: It's okay. Nobody's going to come.

Patch: You can talk around it if you want.

Becca: There's a tree.

Brandon: Okay.

Becca: This is going to show the massage therapist side of me, the hippy side. There's a tree that is a bur oak, and it's massive. It's at McConnell Springs. I'm not talking like it's a massive tree. I'm talking like it's a fucking massive tree. Like it is like Pocahontas' grandma in a tree kind of tree. Like

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it's wise. Like my ancestors are in it. Like its roots are coming out through Lexington. I go there sometimes just to sit and think about things because I just feel so...

Patch: Connected to [inaudible].

Becca: Connected to Earth and to life.

Patch: You're speaking my language here.

Becca: And to ancestry and to my beads and like I'm just connected.

Patch: I have some extra here if you'd like.

Becca: No for real I go out there. If you go and you just hike around McConnell Springs, you're going to see it and you're going to be like, "There's the Pocahontas tree." I go out there sometimes and I just sit on it and think about things and journal. People are always walking past like who's this girl?

Caylor: Is it the one on the high side? Isn't it like there's a huge one up on the top.

Becca: Yeah it is on the high side.

Caylor: Okay. Okay. I think I know that.

Becca: It's funny that I knew what you meant when you said high side.

Caylor: Yeah, yeah, yeah. I mean it goes up.

Becca: It does. It goes up a little.

Caylor: Yeah like the tracks are right here, the railroad tracks.

Becca: Yeah. It's like the biggest tree you've ever seen.

Brandon: I'm impressed that you know what she's talking about.

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Caylor: I love McConnell Springs. That place is awesome.

Brandon: I haven't been over there.

Caylor: That place is a gem in itself, a hidden gem in itself because it's like in the middle of this stuff. Like all the industry and stuff. It's just a beautiful place.

Becca: Yeah. Absolutely. So when it's warm weather, I hike everyday almost.

Caylor: Really?

Becca: Every day. It's just part of my self-care. It's part of my brainstorming time. I consider it work honestly because the clearer I am, the better ideas I have. I mean that's just been proven a thousand times over with meditation and stuff. I'll go out there for an hour just on my lunch break and hike. It's one of my favorite places.

Caylor: I just go to the fairy garden. There's a fairy garden.

Patch: There's a fairy garden?

Caylor: Yeah.

Brandon: Sounds like your alley, right.

Patch: Yeah. It was my nickname in high school.

Brandon: What?

Patch: Fairy garden.

Becca: We went to the same high school guys.

Patch: We actually did. Yeah.

Becca: We did.

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Patch: She's from Lawrenceburg.

Becca: Yeah.

Brandon: But she went like 30 years after you.

Patch: Yeah 30 years after me.

Becca: It was 29.

Patch: It was a one room schoolhouse when I was there.

Brandon: All right second question. So speaking of booze. Beer, wine, spirits. I was going to say or nothing, but we don't need to say or nothing. We don't need to say or nothing.

Patch: It's fine. Whatever. No shame.

Becca: There are. Every now and then there's people that don't drink. I'm like what do you mean? What do you do? What do you do with your time? How do you parent? I don't understand. I'm just kidding. I'm just kidding. Kind of. What's the question? You're just asking which one I prefer?

Brandon: Yeah which one.

Patch: Yeah beer, wine, or spirits.

Becca: Yeah beer. 100% beer all the way. I love beer.

Brandon: Favorite beer? What are you into right now?

Becca: So I'm going to give you a secret that stays between the four of us. Top secret. I love beer. So I go out I do all the craft beers, all the local beers, all the beers, all the dark beers, I love them all. My favorite beer is Bud Light. My favorite beer is Bud Light. You can't take the Lawrenceburg out of me Patch. Like it's deep. I'm embarrassed to even order it. I will go somewhere, and I know deep down I want a Bud Light. I only get it in draft, so people don't know. It is just so good. So good.

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Caylor: Bud Light in a nice glass please.

Becca: Put it in your fanciest glass, thank you.

Patch: I'm going to sit under that tree and drink Bud Light.

Becca: Yeah.

Caylor: That's surprising. That's awesome.

Brandon: There's no shame there. I like crappy beer.

Becca: It's the best. If you go down to like Sidebar and do your PBR. Do you guys know Sidebar?

Patch: Yeah. Yeah, yeah, yeah.

Becca: Do you ever get the PBR with the shot? Oh it's a thing. It's a Lexington thing. Yeah, I love PBR too. I can pretend I like other beers.

Brandon: He always gets really cheap Mexican beer. We went to a place one time, go unstated, and they didn't have it. So we ordered him, what did we get?

Caylor: No we literally told that bartender just get him a light beer and put a lime in it.

Brandon: Just put a lime in it.

Patch: Yeah they didn't tell me when I go back.

Brandon: It was his idea.

Patch: It was great.

Caylor: He's like this is not a Mexican beer.

Becca: That's so funny.

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Brandon: Let's see. Question number three, what is Lexington lacking? From a business perspective, what do we need here?

Becca: Business perspective? Can I go a little abstract on it?

Brandon: Absolutely.

Patch: Sure. Absolutely.

Becca: From a business perspective, Lexington is lacking a little bit of courage and balls. So I just happen to have very intimate conversations with people about their business. Because like I said, now I'm business coaching. So I am constantly talking to people about what they want to do, what they wish they could do if they have more courage, a void that they see in the community but they're not willing to fill because they're so nervous about it or whatever.

I wish for Lexington that of all these people that I'm talking to, I could just inject a little bit of trust that they would just trust that with their passion and their drive that they could build anything. To not be afraid that the market is saturated or not be afraid to, I don't know, just take out a business loan for the sake of building and creating something that you're going to think about every day for the rest of your life. I would inject some courage.

Caylor: That's awesome. That's awesome. All right coffee or tea?

Becca: Oh coffee. Does anyone say tea?

Patch: We have.

Caylor: I feel like we may.

Patch: We've had some teas.

Caylor: Or like both or whatever.

Patch: Somebody recently said tea.

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Brandon: I thought we've had a neither.

Patch: Oh yeah.

Caylor: We've had a neither. Liz Toombs.

Patch: Liz Toombs, yeah.

Caylor: Said that she doesn't drink because of the caffeine, right? Anyway. So last question for you.

Becca: Okay bring it. I'm ready.

Caylor: So we like to, this conversation has been super valuable, but we like to leave them with something. Leave our audience with something they can be inspired by, encouraged by. Some piece of advice that you want to leave them with today that they can just go out and do it right now.

Becca: Okay so something that I coach on a lot, and this is going to be abstract again. So there have been some major studies that have shown. Okay, there's actually weekend retreats that you can go to called forgiveness retreats. You can read about this in books by Dave Asprey talks about them. Have you guys ever read *Code to the Extraordinary Mind*? Favorite book of all time. Top book. Get it today.

So he talks about this a lot. There are weekend retreats where CEOs, top dog business owners go, and for the entire weekend they focus on forgiving someone in their past. Okay so bear with me. Stick with me. They do this for the sake of their business. Because it shows like brainwaves, I don't know all the statistics. Gray matter, blah, blah, blah. Whenever you forgive grudges, you open up this whole new space in your brain for creativity and productivity. Mokay.

So I've watched this happen with myself. I've watched it happen with other people who I've held hands with to go through the process of this. Once you forgive people in your past, or just in day to day life, you can access a different part of your brain. I know this sounds crazy to some people. I

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know that it seems like so whoo-who, but guys the stats are out there. It's so amazing what happens.

So if I were to give you advice on growing your business, I would say figure out how to access all parts of your brain. So if you are driving through the streets and some woman flips you off, we can get all upset about it and we can get all tore up about it, but what that literally does is shut down a piece of our creative brain. You never know what they're going through.

So my advice is to give people the benefit of the doubt and to unearth some of the stuff that you've had in the past and figure that out for the sake of business. You don't know what the woman in the car is going through. What if this morning her husband left her? If my husband left me this morning, I would have both windows down just flipping off the whole street. You know what I mean? Like you never know what people are going through.

So as an experiment, go out into the world and see what happens just for the sake of you, not for them. Not because your person from your 20s deserves forgiveness, but that you deserve forgiveness and to be able to access that part of your brain again. Just as an experiment, see what happens because it's crazy. All the stats are out there on it.

Brandon: I'm totally on board with that. I mean it sounds like something you would probably tell those clients that they're hedging to get started, right. There's something holding them back.

Becca: Well yeah, there's always something that's holding them back. There's always some type of resistance. Just for my story, there was a point probably like I guess it's been a year and a half now where I decided to forgive someone from my past. That I felt like well I have forgiven them, but I hadn't truly. Like deep down I hadn't. So I went through the process, and I went all in on it for 30 days. That next month I doubled my income from the month before I did that, and I've kept that income ever since. I know for a fact that I am more creative since deleting that part of my past.

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Brandon: That's cool.

Becca: Does that make sense?

Brandon: Yeah, no. Absolutely.

Patch: I forgive you both. I forgive you both.

Caylor: Crap, Patch is a genius now.

Brandon: Finally.

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