

## Ep #45: How to Get 3 More Clients Right Now



### Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #45: How to Get 3 More Clients Right Now

What's up my friends? Welcome to episode number 45. I'm your host, Becca Pike, and 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 you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Hey guys. I've got a message that is just oozing out of my pores. I'm going right into it. Listen, I've been talking to a lot of people. I've been coaching for a long time. The same thing kind of pops up a lot. I'm just gonna nip it in the bud. Today, I'm going to talk about it. I am gonna shoot it to you straight, okay.

Selling your service successfully. Let's say you have a service. I don't care what you do. I don't care if you're a hairstylist, a coach, a massage therapist, a CPA. It doesn't even matter what you do. If you are a service based business owner, I am talking directly to you.

Selling your service successfully, it doesn't have as much to do with what you are doing. Okay. Everyone wants to know. They're like, "What do I do? Should I do Instagram? Should I do LinkedIn? Should I do webinars? Should I have a podcast? Should I do, do, do?" It's all this like, what do I do questions.

I'm going to shoot it to you straight right now. We've got no BS Becca coming in, okay. It is not the actions you take. You can take a thousand actions. You can email people and give out brochures and stand on the corner and scream from the rooftop and work yourself to death every single day, and you can still make \$0. Your success has much more to do with what you're thinking when you are taking the actions. It's not the actions that are going to make you the money. It is what you're thinking when you're taking the actions.

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So let me make this super obvious with a very clear example. You can have two identical people who are selling the exact same service for the exact same price and the exact same quality. Hypothetically, they're like identical. Let's say that both of them write emails every single day to the exact same size audience. One of them can make \$0 a year, and one of them makes \$200,000 a year. Why is that?

Because the email writing isn't what's bringing in the money. People receiving that person's email in their inbox is not what brings in the money. It is the energy and what you're believing that moves people to make a purchase. It is how inspired they are when they are reading it. It is how ready you are when you're writing it. How much belief you are in when you are writing it. How inspiring you are when you write it, okay?

Because our audience doesn't just want an email to pop up with details about what they can buy. They want an email to pop up from a sender who understands them, who is in full belief themselves, who is paving the way for results.

Who is saying, "Hey, look at me. Like I have the answers. Not only do I have the answers, but I have learned how to articulate them so clearly there is no way that you can open this email without knowing that I am your person. Whether you choose to work with me right now, whether you choose to work with me later, you are going to open this email and you are going to understand that I am in full belief of my product. I am unapologetically showing you the answer to how you can get the results that you need. How you can solve the problem that you're looking to solve."

If you're writing an email or a post on social media or you're talking to someone at a barbecue and you're thinking to yourself, my service is so amazing. It is literally better than everyone else's. My clients get the best results. I am perfect for this job. I'm doing everything that I possibly can, and I know that what I have is something that is special. The only thing that's stopping me from having as many clients as I want is that most people just don't know, right?

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Like, take that thought process versus someone who opens up their email, and the results that they're going to get if they write to their audience with the thought of like, "I guess I gotta write an email today because I haven't for a while, and I hear I'm supposed to, you know, write an email like at least once a week. I wonder what I'm going to talk about. Because I for real need some money and my sales are sucking."

Can you imagine the different results between someone who is feeling that way versus someone that is like my service is the shit, and I just need to tell more people. I just want to help more people.

Guys, here is the secret. This is the secret to success. Are you ready for it? I'm gonna give it to you right now. Stop working on the actions that you're going to take. Just for a minute stop. Just stop all actions. Stop them for a week if you need to and get your belief right. Get your belief that you have the service and the worth that everyone wants to come to you. When I say worth, I don't mean your worth. I mean like is your service worth it.

Like if you are a health coach, and you know that someone is going to pay you \$150 for two weeks of your time. I don't know. I'm just making these numbers up. But like they're gonna likely lose seven pounds in those two weeks. Is that worth it? Like, you're the only one that can decide if that is worth it to you. Like you have to be on board with obviously and of course it is worth it.

Like, I have taken so much time and effort to deeply get to the place of being like anyone that comes into Three More at \$1,500 is going to get way more than \$1,500 worth of results. We have people in there that are making \$10/\$12/\$15,000 after joining Three More. Like I am on the belief, but I didn't wait for those circumstances to happen to hold my belief for it.

Same for 30 More, right. Like people pay \$12,000 to be in 30 More for six months. When they come into 30 More, they are growing their business like fucking wildfire. It is bananas to watch, okay. We've got people that are doubling their revenue, cutting their work time in half. We have people that are coming in and making \$20,000 months, \$40,000 months. It is insane.

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But I didn't wait on those to happen. I believed them first that they would happen, that my stuff was worth it so that I could articulate to them how to get there, right. You can do this for every single industry.

So here is the secret. You have to get yourself to a place of my service is an absolute no brainer before your clients can get to that place. This is not something that just falls in your lap. This is not something that's like you either have it or you don't. You have to work on it. You have to work on your belief.

Just like everything that you believe in, you have worked on it. You have worked on everything you believe in. If you believe in your marriage, if you believe in God, if you believe in whatever you believe in, you have spent time working on that whether you realize it or not. It's the exact same for our business.

So let me just take you through the thought process that I have of Three More, and then when I go through this thought process, I'm going to take you out the other side and we're going to compare it to how you feel about your service. Okay.

So like, for example, I sell Three More, which is a program that helps entrepreneurs who have several different problems. Like maybe they're dealing with like they want more clients, but they don't want to spend their life on social media or they're intimidated by social media. Or they want to sell and they know they have a good product, but they don't want to be pushy. They don't want to be salesy. Then they don't really know how to approach it without being those things, okay.

Maybe they feel like they're not good at marketing, or they're scared to show up too much or afraid to look money hungry. Or they're just terrified of the grind hustle culture, right, as they should be. Or they show up often, and they get little or no engagement, right? Because they aren't inspiring people with their words well enough yet. Or maybe they get ghosted, and they don't know why.

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Or they don't know how to perform a proper consult. So they're getting on the phone, and they're just fumbling around with people. They don't really know how to take their client on the journey from like, you want this service down to like, here's where you sign. They don't know how to do that journey yet.

So I take these people, and I offer them solutions. I teach them. You don't need to know social media to grow. You don't even have to use it. It's not even social media anyway that's making you wealthy. It's the way that you talk when you're on social media that decides your success. So it doesn't even matter if you have social media.

We learn to talk about their service in a way that is super clear and simple. I teach them how to trust that they have everything right now to be good at marketing. They don't have to take a thousand classes. They don't have to become obsessed with marketing and funnels and all that crazy shit that you don't need. You don't have to have the perfect website. There is no circumstance that is causing problems with the marketing. It's not the lack of website. It's not the lack of business cards. It's not the lack of certification. It's none of that stuff. It is literally just the belief, right?

We're understanding that the content that they already have is an asset. I teach them how to realize that the way that they're thinking about money is drastically affecting how they're accepting and receiving money. I teach them how having money makes them a better contributor to society, not a worse one. We have a lot of people that think if I make a bunch of money, I'm going to be seen as like this rich prick. It's like no. If you're a prick, then you get rich, you're going to be a rich prick. But if you're like a normal, nice human, you're going to be just a rich, normal, even nicer human, right?

Like the more resources you have only highlights who you already are. If you are a super generous person, do you have any idea how generous you can be with a couple hundred thousand dollars in your bank account? Super generous, right?

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I teach them they don't have to grind. In fact, grinding is actually the problem. Like that obsessive hustle, what we call chihuahua energy of like obsessively selling their product and like losing sleep at night. That is the problem. Like that is not the answer. That people are afraid that they're going to have to dip their toes into that to become successful. It's the opposite.

So I find all these problems and all these things I want to teach, and I put it together inside of Three More, right? Like we talked about understanding your thoughts about money. Showing up with value through authority, not salesy and gross, but like actually helpful. We talk about consults minute by minute. This is exactly what you say. This is exactly what you do. This is what you do if they say this. This is what you do if they say that. Like making it your own, but a basic idea of exactly how a consult works.

Then how to handle objections. It doesn't matter what industry you're in, people are going to have objections. What I mean by objections is someone comes to you and they say, "Hey, I really want you to paint my house. You're a house painter. I want you to paint my house. I've been thinking about my house being painted for so long. Like I'm gonna feel really good when my house is painted, but I'm just nervous to pull the trigger. I'm nervous to spend the money." Like how you handle that matters, right.

Then I teach people about underselling and overselling. I teach people about the way that they approach their sales and how it is drastically different when they have the belief versus when they don't. Then on top of that, I give them a community of people to bounce ideas off of and to celebrate with them, other people that have joined Three More that come together and have become like family in our Facebook group. They get weekly business coaching every Tuesday.

So I set all of this up because I took the time to look at the problems and look at the solutions. My belief in their results with this type of container makes the results that they get, right. So when they do all this and they



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come through Three More, and they learn how to do everything I'm teaching, they start showing up more confident. Believing in themselves, helping more people, making more money, feeling more in line with selling, right.

They start adding more value to the world. They start feeling like the way they're doing it is good and right and feels like home and feels like them and feels authentic and doesn't feel like they're masquerading as someone else. They start feeling better about their sales. They know what to talk about when they get online. They start celebrating more. They start enjoying their business more. They start enjoying their life more. They spend less time in confusion and overwhelm, right?

Like when you have all of these answers, the amount of weight and pressure that is lifted off of you, to be surrounded by a community of other people, and to have less time and confusion and overwhelm, and to learn how to get their three next clients. Not only their three next clients, but their three next clients for infinity. Three now, three later, three again, three after that, right.

As I'm talking about Three More, I want you to hear the belief in my voice. I want you to hear the passion. I want you to hear the excitement. This has only come from work on belief that I have done before my clients started getting all of the results, on finding the evidence that it is working. On the countless hours and endless nights that I have spent learning how to articulate exactly what my client's problems are, what their solutions to those problems are, building a process in my program that solves those problems, and accumulating my client's results and reviews and listening to what they have to say about the program.

I could have just as easily ignored the belief part in the beginning. I could have ignored the people saying, "Hey, I really enjoy your program. Like this brand new program." Like when it first started and we had very few people in it, I could have chosen to not work on my belief. I could have just seen where it would take me, and I probably would have just hollowed out some action and like tried to send some emails from a place of like I hope this works instead of belief.



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I wish you guys would spend more time working on your belief and less time working on your hope. Hope is nothing compared to belief. Belief is what makes decisions. If I hadn't built the belief that I have, I wouldn't be able to articulate everything that I just did. All of that comes from my belief.

So when I sit down to write an email, you can bet your ass this can be a good fucking email. By the way, if you're not on my email list, you should totally get on my email list. But if I didn't believe in Three More, my students wouldn't be getting the results that they're getting now. So it wouldn't be as successful as it is now.

Can you see the cycle? The circle that it goes through. They wouldn't be excited to be in the container. They wouldn't be getting all of the exact content and support that they need because I would be busy spinning in circles of not good enough and indulging in confusion. Being confused and indulging and confusion are very different with a very fine line, but that's for another podcast.

Listen to what I'm saying. Your clients results, no matter who you are. Again, CPA, house painter, toenail polish deliverer, chef, author, I don't even know. Whatever you are. It's all welcome. We have so many different types of people inside of Three More. We have now an audiologist. We have artists. We have coaches. We have physical therapists. It is beautiful.

But listen to this. Your client's results, they get better and better the more that you believe it's possible for them. When their results get better and better, they tell more people. They talk about you more. They start writing home to their mama about you. They start telling their friends over wine. They start chatting about it. All of a sudden your sales start getting bigger, but that only happens because your belief will fuel the action that will help them okay.

Your pocketbook will get bigger and bigger the more that you believe it is possible to make money with your service. To believe that your clients are going to get results so that you can then deliver the results because your belief will fuel the action to make the more money.

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Listen, taking action without belief is just hollow action. It's like I'm gonna try to come up with like an analogy here. But it's like the difference between someone like a scientist in a lab who is mixing chemicals together because they're bored versus a scientist in a lab who is mixing chemicals together because their entire life work is curing cancer, and they are this close to curing it. They are this close to curing it.

Imagine the belief that they have. Imagine the energy that they have. Imagine all of the engines are firing in their brain. They are being more creative than ever. That is the difference between hollow action and action driven by belief.

It shows up in your relationship. It shows up in your fitness. It shows up everywhere. I'm capable of making as much money as I do and serving as many people as I do. I am very aware of the ripple effect that I'm making in the coaching world.

I am different than a lot of the coaches. I come in from no coaching background. No certification, nothing. I just am like I built a business, and it was crazy successful. Now I just want to teach people what I did and how I did it. In the midst of that, I started a coaching business, and I make this business successful. I'm just using the same processes in both places. It's like I just want to teach people.

It is very different than a lot of the other coaches who are very good at what they do. They are certified. They sit down, and they have gone through the books. They have done the things. They are like such good coaches. I'm in here, and I'm just like, what's up? This is me. I have no schooling. Let me show you what I taught you. That is from belief. I don't even think I need a certification that's how much I believe.

When people ask me, they're like, "Hey, I want to work with you, but are you certified?" I can tell that they're like deciding if they're going to work with me based on my certification. My answer is always no. It's always shamelessly no. I have coaches that come to me, and they're like, "What do you do when people ask?"

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Like, what do you mean what do I do? I'm not certified, but I built a million dollar business when I was 24. I just built another million dollar business now. If you want to work with me, you can. If you don't, that's okay too. But that is belief in myself. That has been worked on.

That is what I worked on when other people were telling me I should get certified, when other people were telling me that I needed to do things a certain way. That I needed to hold my podcast episodes in a certain way. That I needed to hold my coaching sessions in a certain way.

But long story short, I am capable of making this much money and doing it in my own authentic way and doing it the way that I want to do it and working as much as I want to work and doing it like this because I chose to work on my belief before I started slinging emails. It is not because I post on Instagram. It is because I post on Instagram in full belief that you have to join Three More, and what are you even doing if you haven't yet? That's why people open my emails. That's why they join Three More.

So I want to ask you. When you sit down to write a social media post or a Facebook message or an email, or when you're talking to someone who may be interested in your work, what are you thinking? Are you thinking you're going to be bothersome if you ask them to come see your business? Are you thinking that you have to do it because your audience hasn't heard from you in a while? Like you're supposed to write to them so often.

Think about the difference between receiving a love letter from your lover who believes that they can win your love in one letter versus someone that is writing to you because they just haven't in a while. Make your audience feel like you love them. Growing a business requires a lot of action. It really does. I mean, there's a lot of shit you got to do. You can't just think your way to success, and I am not saying that here. You can't just sit in a hammock and think money into your bank account. It does require action.

But you can have hollow action or you can have action that is rocket fueled by belief in your service and belief in your customers. You get to choose. This is something that we're working on continuously inside of Three More.

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If you are not a part of this community, all jokes aside guys, I invite you to ask yourself why. Get very honest with yourself about the story that you're telling yourself because that is the story that is holding you back in all areas of your life.

Are you believing that you shouldn't spend the money? Are you afraid to bring it up to your spouse? Afraid it's not for you? Are you afraid you won't fit in? Afraid is not the right time? Are you pushing it off hoping your future self will just take care of it at some point?

I have so many of you that are joining Three More, and I have so many of you that are sending me messages about how you just want to and you can't wait and you're just waiting for X, Y, and Z whatever. All of these stories you're telling yourself to keep yourself safe, they are all fear based. We never make our best decisions out of fear. We must make our most impactful decisions, the decisions for our future from a place of courage and abundance.

You want to make decisions when you're in the place of I'm unstoppable. I have so much potential. I know my services needed. All that's in the way is the tiniest speed bump. A speed bump that is just a story that I've told myself in many situations, right? Do you know when it's a really good time to break the pattern of a story you've been telling yourself? Not when the moon's full. Not when you get pushed into it. Not when you're at rock bottom, and not when it feels comfortable because that'll never happen.

The best time to break the pattern of a story you've been telling yourself is right fucking now. Like right now. You have full belief it's already in there. You don't have to find it. You just have to stop ignoring it.

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](http://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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