

## Ep #64: The Beauty is in the Hard



### Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #64: The Beauty is in the Hard

Hey squad. Before we get to the episode, I just want to remind you that payment plans for the January round of Thirty More are available right now until August 31<sup>st</sup>. With the payment plan, you will be able to do three payments of \$3,600 after your deposit. After August 31, you can still apply but you have to pay in full. So this is the first time we've ever experimented with payment plans. We don't know if we're going to continue to do them or not. So jump on while you can. All right.

Austin, Texas, the next round of Thirty More in Austin is going to be our biggest, most advanced, most exciting Thirty More trip to date. We are going all out. You do not want to miss this, all right. Okay guys, this is episode number 64. I am 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.

Guys, I still remember it like it was yesterday, the way that it felt, the racing thoughts that I had, the autumn smell in the air. It was October. I was standing in a supply closet at my work when I called my mom to tell her that I had made \$200 in one day. I couldn't believe it. \$200. Holy shit. That was like a third of my month's rent money at the time in one day. That was, at the time, like an entire month of groceries for me.

It was a Friday, and I was waitressing at Drake's, a job that I felt totally unqualified to work at but had somehow convinced the managers that I would be a great server even with no experience. I fucked up so many orders and checks that first month. I will never forget my very first night. I had a party of Thirty people. It was a birthday party. This guy was turning Thirty, and it was in the back of the restaurant where people were allowed to stand up and mingle and walk around.

## Ep #64: The Beauty is in the Hard

Before I even had all of their initial cocktails to them, I already knew I was in over my head. Like the guy that had ordered the beer that was standing on the left side is now on the right side. He's moving back over to the left side. I can't keep up with who is who and whose drinks go where and who is on what ticket. I was completely flying by the seat of my pants. I ended up having to later like pull my manager to the side and tell him that I had completely messed up and that the table of Thirty was ready to leave. I had no idea what anyone had, and they all wanted to pay separately.

I remember him just staring at me like how the hell did this even happen? I swear I still have server nightmares from that night. Like what a way to walk into the service industry with a group of Thirty people on a birthday party in a nightclub in the back of a building where they were allowed to walk around. Like anybody that's out there that's listening to this that has been a server before and knows exactly what kind of nightmare I'm talking about.

But fast forward about two months, and I'm standing in the supply closet, secretly calling my mom with an apron full of 20s and a smile on my face. I was squealing. I was like Mom, this is like office job money. This is like big girl money. Like someone get me a pant suit. I made \$200 today. You would have thought I won the lottery, and it felt like it. I had never made that much money in a day. My entire life was built on working hourly. Back then I was lucky to get like \$9 an hour, right?

I was 21. I had no kids, no responsibility. I could live on \$200 for weeks if I played my cards right. If I played I'm really right, I could buy my girlfriend's drinks that night at Sidebar down on Limestone, especially because I was getting off work early. By early I mean 11:00 p.m. That was like super early in the bar world. I would have the whole night ahead of me with a fistful of cash.

I remember this day perfectly. I remember it was fall. There was a UK football game against the Gators. So some people had come into my bar with temperatures of cooked alligator that they were eating, which is a tradition here in Kentucky when we play the Florida Gators. To eat gator at like tail-gates.

## Ep #64: The Beauty is in the Hard

I was no stranger to some UK football tailgates. I'll tell you that much. Shout out to Josh and Joe, my old tailgating buddies and college friends. Joe is no longer with us, may God rest his soul. He was a phenomenal football buddy. That man had eaten a lot of gator himself. I remember witnessing one night he ate more gator than I could possibly ever put in my mouth.

But back to the bar. I keep going off topic. So I was in for the early shift. It was 4:00 p.m. to 11:00 p.m., okay. It was so crowded. People had been drinking since 7:00 a.m., literally. I remember I was wearing a UK headband. I had olive juice running down my shirt. I distinctly remember it because there was a martini mishap, and I stunk like olive juice. At the time, I hated olives. I love olives now, by the way. But hated olives, hated smelling like it. I remember smelling like it.

I always was like spilling liquor on myself in some form or fashion. I always ended up working at these bars where it was like asses to elbow just really tight, like trying to squeeze behind like 13 grown men with a tray filled with martinis just spilling over, right. If I think hard enough, I can like literally smell that day. So \$200 in one day, I couldn't believe it. It was crazy.

It's been 12 years since that record breaking day. My highest sales day now is somewhere around \$170,000 in one day. What's significant about this is I don't even know what the number really is. \$169,000, \$180,000, \$173,000? I don't know. Nor do I know what day I hit it or where I was standing when I found out. Or what season it was or what football team was playing. Right?

Like, I'm sure I could look back and find all of the details in my accounting books somewhere. But you see being "successful", whatever that means to you, whatever destination you're trying to hit. Being "successful" isn't nearly as thrilling as the journey and the hardships required to achieve it.

When successful people sit around a table, do you know what they talk about? They talk about the grind. Starting from the bottom. Started from the

## Ep #64: The Beauty is in the Hard

bottom now we here. They talk about the hardships, the rejections, the people who told them that they couldn't, the failures, the break downs, the long nights, the early mornings, the grind. Because guys, the beauty is in the heart. The beauty is in everything on the timeline before it got easier.

Stop looking at the future, the destination, like everything before your standard of success is just a swamp land, right, that you have to trudge through. When you get to your success destination, I promise, pinky promise double dog promise, promise on top of promise, promise with a cherry on top, that when you arrive, you're going to turn around, you're gonna look into the past, and you're gonna worship every hardship that got you there. You're gonna smile, and you're gonna love every piece of it. Because without each piece, you wouldn't have made it.

Without the rejections that I got, without the loans falling through, without the haters, without the investments that made me want to vomit, without having to put myself in front of people and do very scary things, without the hardships, I wouldn't have any of that. Any of the stuff that I have now.

When I sit around a table with a bunch of successful people, I swear all we do is talk about the hardships, the times that we didn't think it was going to work, the times that it fell through. We don't sit around and talk about how much money we have right now. We don't talk about where we're at like that we've reached the destination. We talk about the grind behind us and the grind ahead of us. The hard work, the stuff that feels so uncomfortable.

If you're in the grind, look around, soak it in, smell the olive juice. This isn't your enemy. This is your story. This is the story that you get to tell. This is the story that is creating you, your life. It's going to point you towards the destination of success. But until you get there, wherever there is, wherever you decided there is. Before you get there, you have to go through this.

You're going to only want to remember one thing. You're going to want to remember how you handled it. You're going to want to remember did I handle it with frustration and regret and anger? Or did I handle it like a boss? Did I handle things as they came to me? This is your story. Lean in.

## Ep #64: The Beauty is in the Hard

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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.

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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:Thirty 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

## Ep #64: The Beauty is in the Hard

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.

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