

Ep #66: Stop Doing It for the Glam and the 'Gram



Full Episode Transcript

With Your Host

Becca Pike

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Hey sweet babes. You sexy entrepreneurs, you boss ass business owners. Let's talk today. Let's have a chitty chat. Let's talk about how non glamorous it actually is to be glamorous. This is episode number 66. 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.

Hey guys. Before we get started, please note that the payment plan option for the next round of 30 More ends on August 31st. After August, you can still join, and you have until November to join, but you have to pay in full. If you're a business owner who made at least 50 grand in the last 12 months, and you're looking to scale your business without getting burned out then this mastermind was created just for you.

This is a group of highly invested business owners learning advanced scaling skills. Okay. This is taught to them in a very simple way in a very intimate setting. We have people coming through 30 More who are learning quickly and easily how to hire and manage teams, delegate, make their services more scalable, build a brand, learn how to create boundaries that allow their businesses to grow in revenue, and also learning how to work the exact amount of hours that they want to and no more than that.

This is a group that is not just your run of the mill one industry echo chamber. Okay? This is a group of all industries. We've got doctors, coaches, doulas, real estate investors, massage therapists, house cleaners, nurse practitioners, right? All of these industries learning how to make hundreds of thousands of dollars, millions of dollars.

So if you own a brick and mortar service business, I am here to tell you I am the coach for you. If you own an online service-based business, I am the coach for you. If you want to surround yourself with fierce men and

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women who are hungry for growth, and they have fun while they're doing it, the 30 More mastermind is for you. All right.

Our next round is having its kickoff party in Austin, Texas in January. But if you apply right now and you get accepted right now, you get all access, instant access, to all of the video vaults as well as all of the past calls. So you have extra access, extra time to be binge watching, absorbing, and learning all of the material that is already in the portal.

So if you fit the minimum requirement and you want to talk to me personally about whether this is a good fit for you, email Nicole at contact@hellyescoachingonline.com. She will take great care of you, and she will get you set up with me.

All right guys, so what are we talking about today? We are talking about glam. Y'all, sometimes I scroll Instagram, and I will see things that really move me. Especially in the fitness world. I get geeked out on super fit people. Like the fact that Tia-Clair Toomey just won fittest in the world again. This is her sixth time in a row. It gives me goosebumps all over my fucking body. I can't stand it. I can't even. I can't even. I'm so pumped to even like be alive to watch this legend happen. All right.

There's also this other woman, the woman that I really want to talk to you guys about, who performs what I guess they call a street fitness. Okay? She's always dressed all cute. She's like got her white Nikes. They never have a scuff on him. Like I don't understand. Like I swear I think she buys a new pair of Nikes for every Instagram reel that she does. But she'll wear her little white Nikes, and she's got her fresh tank top, and her big blonde braids. She's like super lean and muscular, right.

She performs on camera these like stunts. So she will be like at a playground, and she'll be completely horizontal to the ground like holding herself up like out away from a ladder up really high and dancing midair. Like horizontal. Like that's her thing. That's her Instagram thing. But like the strength that it takes, you all, like it is physically impossible to do that shit unless you're in the absolute best shape of your life.

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She does other things too. She does this like pushup performance where she'll dance while she's doing these like coordinated pushup routines to music. She's like clapping mid push up and moving her feet all crazy. I don't know. It's wild. She's also into jujitsu, which I love and have a total special place in my heart for.

But the thing that makes it so fun, and the reason that I think she's like an Instagram sensation is that she's exceptionally talented at, whether it's her or her team or whoever, but she's really good at putting her work to really fun music. She has great lighting, and she usually syncs up the beat of the song to whatever she's doing right. She always, always, always looks cute with her cute hair and makeup and the whole nine yards, right?

So we get to see this glamorous side of it. We get to see the 20 second reel that looks fucking awesome. Every time I see it, I'm always like yep. That's my next sport. I'm literally going to train for the rest of my life to be an amazing street fitness athlete just so I can make Instagram reels.

It's like I feel it when I watch it. I'm like that's it. I'm done. I'm done with everything. I am now a street fitness person. Meanwhile, I like totally out of breath when I just walk up the stairs to see my kids in their bedroom. So we have a far way to go. But you know what? It's fine. We're gonna get there. Like I am inspired.

But you know what's funny about this? About well, like this is for everyone, but this is what we do. This is what we do with everyone we see. We see people and we make quick judgments about how fun or cool or amazing their life must be because of what they do and who they are.

But we're only seeing and basing it off of a sliver of reality. Like put any person's craft to music with good lighting. You could make an accountant look like a fucking Rolling Stone. People love it. People eat it up. It's why TikTok and Instagram are exploding because it's easy to take anything and make it look cool when you add graphics and music and emotion to it. Even if it starts out cool and it is actually cool. You can still get random moms of

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four, like me, thinking at 11:00 p.m. at night that they're going to take up street dancing.

But you know what we don't see? You know what doesn't make it to the camera. All the boring shit. Like this street dancer that I'm talking about. It doesn't show on Instagram her waking up to go to the gym to practice her push-ups when no one is watching, and it's still dark outside. No one cares and no cameras are on her, and there's no music. She's just doing push-up after push-up after push-up. Just strengthening her triceps as much as she possibly can. Right?

We also don't get to see how she has to turn down fried food and big pasta dinners, and her thousandth piece of lean meat and vegetables and rice that she's eating in order to stay as lean as she is, which is a big part of why people are attracted to her account. Because we love to see what the human body can look like under strict discipline.

We don't see all of her mess ups, her failures, the time she fell down off the ladder, probably broken bones, injuries. Who knows? We don't see any of that. We don't see her dragging herself out of bed to go practice her handstands every day. We don't see her learning how to like—If she's like me, she's probably googling like how do I make a reel? That was probably a long time ago for her. But how do I make a reel? How do I add music to it? How do I put a caption on a reel? What the fuck is it, a reel? What is an Instagram reel?

I'll never forget one time I was prepping for a webinar, y very first webinar. It started off with me googling what is a webinar? What the fuck is a webinar? What are all these people talking about? What am I supposed to do? I'm teaching a class? I don't get it. That's how I remember thinking. I googled it. What is a webinar? Then I was literally sitting down to create the webinar when I did this.

But anyway, back to the story. We don't get to see her editing these video clips, right? We don't see all of the behind the scenes work, the boring

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work, the non-glamorous work, the work that no one really wants to binge watch.

Y'all, we all want the glamorous work. We all want our 20 second badass reel. I say that metaphorically. Like you might actually want a badass reel, but what I'm saying is there are too many entrepreneurs out there doing it for the glam and for the gram. Doing it for the glamour, doing it for the 20 seconds that it looks cool, right? Like they want to be on the billboard. They want to have like the banner. They want to, I don't even know. Whatever.

Unwilling to do the boring work on a consistent basis. Or they're just vastly underestimated the amount of boring work it requires to be able to get to the glamorous work. Like consistently sending out the email filled with valuable content. Or looking at the backend statistics and problem solving for growth, right? Like meeting with your marketing team to discuss new ideas. Sitting there and sharing your content across all media platforms and changing it so that it is in line with that platform and the way that the audience interacts with that platform. It is tedious. No one likes to do it.

Getting up early, making yourself sit at the computer when you really don't want to, reading the books, taking the courses when no one is watching. There is so much that people want to bypass because they're looking for that quick hit of dopamine. That quick hit of productivity, of feeling like your work paid off. Like they want the recognition.

We are all just a bunch of kids wanting a sticker on our sticker chart. We want someone to notice that what we've been doing, and a lot of times as business owners, the only way we get that recognition or that metaphorical pat on our back is when someone pays us or buys our service. Right? But you guys, we can't get people to pay us or buy our service unless we are willing to do the boring work. So as hard as you want the glamorous work to pay off, it won't until you're willing to do the boring work.

For every overnight success that you see, there are months or years of tedious work that you didn't see. For every Instagram person whose reels look amazing, there's at least 100 reels that look like shit. Right? For every

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person on stage speaking, for every person making a million dollars a year, or every person who has three or four or five locations for their brick and mortar, there are blood and sweat and tears that you didn't see. Are you picking up what I'm laying down?

It is easy to do the glam work, but the boring work is what moves the needle. The boring work is what creates massive movement. That putting your head down and grinding when no one is watching you or patting you on the back is what brings in the money. The glam is just the storefront. A storefront alone doesn't make money. People can stare at the storefront all day and the business makes \$0. The boring work is what gets people into the store. The learning how to sell to people is what gets them to buy once they walk into the store, right?

Does it ever feel like—I'm going off on a tangent now, but like does it ever feel like you have a lot of people watching you or looking at you or interested in your business but they're not really pulling the trigger? That's because you can have the most absolutely beautiful storefront, but if you don't know how to sell then your customers are going to continue to window shop.

Sitting down and reading the books or going through the courses or watching the videos to learn how to sell and learn how to speak and articulate your services and create your brand and going back through your numbers and like figuring out and problem solving what's going wrong and where are people dropping off and where are they interested in where do they stop being interested? Like that's the stuff that makes them stop window shopping and walk inside.

The glam doesn't exist without the boring work. What you do in the dark of morning when no one is watching is what creates the profits and moves the needle after the sunrises, and it's time to unlock your storefront to the public. That is it for me today. Go and do the boring work.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My

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team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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