

## Ep #82: How Your Self-Concept Creates Serious Cash



### Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #82: How Your Self-Concept Creates Serious Cash

What is up my friends? Today is episode number 82. 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've got some news. I've got some exciting news. I hit a milestone. My businesses hit a milestone this month. It is coming down to the end of November 2022. Y'all, we did something crazy. We hit a milestone. Before I tell you what it is, let me tell you a quick recap of how broke is fuck I used to be.

Quick recap. Six years ago, I was a waitress, paycheck to paycheck, tip to tip, barely making it by. Five years ago, I was a massage therapist. Just had a dream, an idea of owning my own business. Four and a half years ago, started Massage Strong. I was like my own massage therapist, no contractors, nothing. This was four and a half years ago. Guys, not that long ago. Some of you guys have kids. You can count back four and a half years. Think about your kids four and a half years ago. This is when that started. This is how soon it was, or how recent it was, right?

Started a business, going pretty well. Right? I had dreams of making an extra \$1,000 a month. I remember writing it on my mirror, talking about it. Like, I'm gonna make an extra \$1,000 a month. Then I finally hit that goal. I was like I'm gonna make \$1,500 extra a month, more than I would have made whenever I was working as a waitress.

Y'all, it's been four and a half years. This month, November of 2022, we hit a quarter million dollars in a month. A quarter motherfucking million dollars in the month of November. I can't believe it. I was sitting at my table with my brother. My brother's in town for Thanksgiving.

It's funny because they got to stay like longer than Thanksgiving because their kids go to school in northern Ohio. Apparently their school district

## Ep #82: How Your Self-Concept Creates Serious Cash

takes off school during hunting season, during deer hunting season. So like he gets to stay an extra little bit with us. I'm like don't your kids go to school? He's like, "No, it's deer hunting season." I'm like, what? Don't they need to still go to school. He's like, "No, like the whole school takes off."

So anyway, I'm sitting at my table with my brother talking to him. I'm like I talk about money a lot. I talk about like holy shit, we had a \$10,000 month, \$20,000 month, \$100,000 month, \$150,000, now \$250,000 month. I was like it's not the money that I'm so proud of. The money is just a very black and white metric that shows how far we've come. Right? Like if there was a different metric, I would probably use that metric.

But when I talk so much about money, it's not always about the money. Like do I like having money? Of course. But to me what that represents like just four and a half years ago, I was hoping for an extra \$1,000 a month. To have an extra quarter mil come in in a month is like to me like that is a representation of all the things that I tried. All of the nights I stayed awake, like all of the emails that I crafted, all of the social media thoughts that I put into the world, like all of the risks I took, all of the money I lost, all of the contractors I've hired, all of the different ideas that have flowed through, all of the failures.

Like, to me, that number represents what it took to get here. That's what I'm proud of. Like the number in my bank account changing means nothing compared to how much I've learned, how much I've invested, how much I've tried, how many mentors have mentored me to get to where I'm at now. Like that is what is so worth celebrating.

So that milestone is what I want to talk about today when it comes to the way that you are handling your business and the way you're thinking about your business. I want to tell you a little story about one of my students and something that she said to me and why it sparked this conversation. But I want you to understand that I'm not here today to like hoorah, hoorah you. I'm not here to just like blow motivation up your ass. I want to have a real heart to heart sit down conversation with you guys.

## Ep #82: How Your Self-Concept Creates Serious Cash

Just four and a half years ago, I was in your exact place or probably less qualified than many of you are to run a business right now. Right? But here's why I think it worked. The number one reason, and I talk about this all the time. I'm gonna continue to talk about it. But I'm a big believer in self-concept and how powerful it is.

Even four and a half years ago, five years ago, six years ago, I still chose every day to align my actions with the fact that it would pay off. So some people will be like hey, you should believe in yourself. You should believe in your future. You should believe in your possibility. Another way to look at it is like you should just pretend. You should align your actions today with the absolute fact that you will be where you want to be. So like, if you're not where you want to be today, you should pretend to be where you want to be today in order to have what you want tomorrow. Okay.

So actions that I took that aligned before I had proof, right. Like choosing to commit to social media every single day. I was just a girl making a shitty ass salary that was posting on social media as much as I possibly could because I knew that that was going to be important to have that value bank in my bank account, in my social media bank account as the years went on, right? Or like choosing to invest in myself and hire a coach before I had the money.

Even when I started the podcast not that long ago, I wasn't making nearly this much money, right? Like writing emails and nurturing people, taking care of my body. This was all stuff that I did before knowing that it was going to pay off, right?

So the other day, one of my students came to me. She was telling me that she wants to go back in Thirty More. She was in this past round. She really wants to be in the next round. She loved the first round. It's like super paying off, but she can't secure a bank loan. Okay. She was like, "I've tried to get a bank loan. I got denied." She was kind of like, "I just don't know how to get a bank loan again. Like I don't know."

## Ep #82: How Your Self-Concept Creates Serious Cash

Then she came to me. She was like, "Next Thursday when we're on our Thirty More call, would you mind to coach me because I'm feeling like it's probably my intolerance to debt that is keeping me from going all in on getting this bank loan. Like maybe if I didn't have this intolerance to debt then I would go all in on this bank loan." Right. So that's what she's saying.

She also stated something along the lines of like I'm really worried that if I do get a bank loan and then I join Thirty More then I'm going to accidentally slip into this energy of like I must make the money back or like white knuckling the money or like I gotta make sure that I get the money back.

I was telling her like first of all, you don't ever accidentally end up there. Like you get to choose if that's the energy that you want to be in, right? But the whole conversation, and I told her this. I was very upfront. I said this isn't about not wanting to slip into the energy. This isn't about debt tolerance, right? Like, this is about not trusting the self-concept that you have for your future.

So I've been doing cold showers. Okay, sidebar. I've been doing cold showers. They're very beneficial for you physiologically, and they suck. They really do. They're just real sucky. There's just no way around it. Especially if you've just been in the sauna. You get out and you get in a cold shower, and I'm talking ice cold. Ice cold showers in the winter are so much more colder than ice cold showers in the summer. Okay. So we're coming into like the coldest shower season possible.

They're just terrible. But the benefits are amazing, right? Like they're completely linked to the metabolism benefits and mindset benefits. Like depression and even things like mental disorders like schizophrenia and multiple personality disorders, they're finding that like it's pulling so much oxygen to your brain during that time, that they're seeing really big reverses in mental disorders. Anyway, long story short, I do cold showers.

I was telling her. I was like listen, I can coach you next Thursday on debt intolerance. But you could get therapy your whole life because you're afraid to get into the cold shower. It's not going to make it any less painful, but the

## Ep #82: How Your Self-Concept Creates Serious Cash

cold shower is still going to have the benefits. You could get therapy for six months on it. You could get coaching on it for six months, but until you actually get in the shower, until you do it that's the only way to know. That's the only way to get the benefits. That's the only way to know that it's working. That's the only way to actually get it done. Right.

So yes, I can coach you next Thursday, but you could have acquired a bank loan like 12 times over between now and next Thursday. So like, we can talk about you getting in the cold shower, or you can get in the cold shower. Then I went on to tell her. I was like listen if you truly believed where you could be, there would be no question as to whether or not you're going to get in the cold shower. There would be no question as to whether or not you're going to get the bank loan. Like you would go out and get that fucking bank loan. Right?

I wanted to scream to her go get the money, right? Like, you have a quarter million dollar month in your future, and 12k is nothing. Guys, when I say 12k is nothing, I'm not saying 12k is nothing like I've got so much money in the bank that 12k is nothing to me. I know that 12k is a lot of money to a lot of people. Okay. I've been there literally just not that long ago. But 12k is nothing compared to what is on the other side of that 12k. Right? Like 12k is nothing compared to what happens after a yearlong mentorship with someone who tells you exactly what to do.

Like 12k is nothing compared to the \$100,000 extra that you're going to make, the person that you're going to become, the choices that you're going to create, the options that you're going to make for yourself, the wealth that you're going to build. 12k is nothing. The longer that like you're saying all these things to yourself, I was telling her this.

The longer that you say all these things to yourself that maybe it's the debt intolerance and maybe it's this and maybe it's that, and I just don't know how to get the money. I don't want to slip into the energy and like all of that. That is buffering. If you knew for sure 100% that you are going to have 10k months in the near future, 15k months in the near future, quarter million dollar months.

## Ep #82: How Your Self-Concept Creates Serious Cash

Like if you chose to align your actions with that belief, you would act so much differently than you do now. Right? Like, you'd spend the money to get into Three More. You'd spend the money to get into Thirty More. You would start the podcast. You'd stop scrolling endlessly on social media with no direction. You'd write the emails. You'd nurture your audience. You take care of your body, right? Maybe you would start cold showers. You would get quality sleep because you knew that the sleep is what aided in your creativity.

You'd commit to posting each day on social media. You'd go live on Facebook, right? You'd go to the networking events. You'd read the books about wealth and finance and investments. You'd hire the VA so that you could start doing the more creative stuff, right? You'd stop doing everything yourself. You would only focus on what your brain needed to focus on. This is the type of action that you would take if you knew for certain that there were 20k months in your future.

I feel like too many people are looking around for outside certainty to believe that they can have certainty in themselves. Like I was certain that I was going to be hella wealthy way before I had evidence of it. I didn't wait around for the wealth to come to me for me to decide that it was certain. That didn't feel powerful enough. It didn't feel aligned enough. It didn't feel like me.

See, when you don't believe in yourself having money in the future, you don't act as someone who is going to have money in the future. You don't break the habit and the cycle of the middle class that you're stuck in, or the middle class that you were raised in, or the middle class that your parents think in. Middle class people do not invest in their future. That's a very blanket statement. Okay. I know a lot do.

But the middle class mindset is not let me go zero out my bank account so that I can learn a new skill so that I can later create money, right? You must create a self-concept of a millionaire first and take the actions of the millionaire first before the money comes into your account.

## Ep #82: How Your Self-Concept Creates Serious Cash

Just like if you want to be in the NBA, you have to train like an NBA player first. You have to run the drills like an NBA player. You've got to think like an NBA player. You've got to get up at five o'clock and run the hill sprints like an NBA player. You've got to eat like an NBA player. Then you might get into the NBA.

If you want to become a lawyer, you got to study and read and write and be curious and research and understand concepts like a lawyer first before you get accepted into law school. Right? Too many people are waiting to become six and seven figure earners to begin thinking and acting like a six or seven figure earner, right? They're not running the drills. They're not putting in the action. Right?

They're just like I hope I make it to the NBA. I hope once I'm in the NBA then I'm going to believe I can make it to the NBA so then I'll start running my hill sprints, then I'll start waking up at five in the morning, then I'll start training. That would be absurd. But that's the way I think a lot of people look at money. They're like once I see the evidence that it's working then I'll put in the effort, then I'll quit my part time job, then I'll go all in, then all invest in myself once I see that it's working.

Guys, what if you just trusted yourself? What if you just went all in on you? What if you spent a year, 2023. That year is nothing but building yourself for your future. I talk about this a lot in my Money Mindset video inside of my course Three More. So guys, if you want to change the way that you think and act about money, or you want to change the way you approach social media or getting clients or talking to people about your services, showing up online, right, nurturing your email list.

Like you want to know exactly how to start building this business the way that you see it in your future, but you don't know exactly where to start or exactly what to do, or you feel like you're spinning on a hamster wheel, or you never really know where your next client is going to come, or you don't know how to use social media that is going to create money for you. Then guys, Three More is your answer. It is hands down the best entrepreneurial community that you can be a part of.



## Ep #82: How Your Self-Concept Creates Serious Cash

This is for people who want more clients. There is no better place. There is no better leadership of a community. John is killing it in there. John and I are tag teaming leading that community. The content is fire. But what's even more fire is the culture, the people that are in it, the conversations that are happening in it.

Guys, I urge you to take the leap and come on in and come play with us and come make money with us and come celebrate with us and come learn how to get new clients. Learn how to foster your relationships, learn how to build a huge community, and feel really good about what you do. Start training like an NBA player with us. Don't do it by yourself. That sucks. That blows. No one wants to train by themselves. Come do it with us. Come inside of Three More. We would love to see you in there.

That is it for me today, guys. I'm gonna go celebrate the shit out of a quarter million dollar month. What the fuck is this life? I think I'm done. I think I'm just gonna go to sleep until 2023. That's it. I'm gonna go take a nap. I'm going to wake up in 2023 and then I'll start working again maybe, but it's a wrap for me. I've met all my goals. I'm so happy. I can't wait to hear about all of your all's 2022 goals, how they've all panned out. I love you guys so much. I will see you all soon. Bye.

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 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.

## **Ep #82: How Your Self-Concept Creates Serious Cash**

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit [hellyescoachingonline.com](http://hellyescoachingonline.com). See you next week here on *The Hell Yes Entrepreneur* podcast.