

## Ep #83: Your Business Questions Answered (Part 1)



### Full Episode Transcript

With Your Host

**Becca Pike**

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What is up my friends? Happy December. I've got a bad case of the December fuck-its. You know what I mean? The December fuck-its. I've eaten cookies all day today. I'm not exaggerating or trying to be funny. I've literally just eaten cookies all day today. I've been watching a lot of Christmas movies, like so many Christmas movies. I love the cheesy Netflix Christmas movies. I've been really lounging. I've been really taking time off. I've got the December fuck-its.

So why not do a fantastic episode for you guys today. Today, we are going to be going over Q&A. So because of my December fuck-its. I said what do I want to talk about today? I don't know. Let's have my audience decide for me. If anyone has a question, send it in. I'm going to answer it the best I can with a mouthful of cookies. It is episode number 83. 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.

All right you little sassy pants. Let's first do some announcements, shall we? So number one, my team and I always are asking ourselves how do we make Three More better? How do we make Hell Yes Coaching better? How do we become the best of the best in the coaching industry, right? We're talking about how we make Three More more accessible to people without lowering the price or discounting.

This conversation came up with all of the Black Friday madness. I was saying I don't want to discount it. It's not a discountable program. I don't like to discount. It's not the vibe I'm in. Like, it costs \$3,000, but I would sleep really good at night increasing it to \$15,000. You know? Like I'm not trying to lower the price. I'm probably going to raise it at some point.

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So I was talking to them. I was like but how can we get people in that don't have the ability to drop \$3,000, but they want help growing their business? So dun, dun, duh, duh, we officially offer payment plans. We just decided it. We just enrolled it. We just started it about a week ago.

If you did not see this on my Instagram stories, it was a big deal. So instant access to the entire video vault. You get live coaching calls on Tuesdays. You get an exclusive Facebook group that is, in my opinion, filled with the most down to earth, hilarious driven as fuck people. You get access to all of the past calls.

So if you wanted to, you could binge like 100 hours of coaching. Just turn it on and watch it like a Netflix show because it is that entertaining. You get all of that immediately as soon as you buy, and now you can buy it for \$296 a month. \$296 a month to grow the shit out of your business. Guys, it is more accessible than ever. Jump on in.

We're not doing this forever by the way. We're going to do a test run. So we're going to get a couple dozen people in there at the payment plan pricing. Then we're probably likely going to shut it down so that we can like watch it happen. We're gonna iron out all the wrinkles on the payment plan. So get in while you can.

Announcement number two. This is my first official announcement for our brand new masterclass that is coming up. So this masterclass is different than anything I've ever done. Why? Why is that? Because this masterclass is for you coaches, just for the coaches. The time has come, you all. I am pausing everything, and I am just talking to the life coaches. The life coaches, the business coaches, the marriage coaches, relationship coaches, health coaches, you are my people this month.

So I am often asked Becca, this actually gets asked a lot, and I feel like it's a very broad question that I've had a hard time answering up until I wrote this masterclass. Then I was able to articulate exactly what I do. So now I'm going to be able to answer it so much easier. But I get asked a lot, Becca, you have this energy, this aura, this like strong authority about yourself in

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the coaching industry. Like in the coaching world, it feels like you kind of kicked the fucking door down and said I'm here bitches. I kind of agree I kind of feel like I did that too.

They ask me like how do you do this? Like how do you have that energy? What is that called? Right? So I would like to introduce you guys to my newest masterclass, Bold Authority. Bold Authority, strategies to become a magnetic leader in your coaching niche.

This, my friends, is a strategy class. We aren't talking mindset. Okay. I'm going to put mindset on the back burner for now. Talking strategy. I'm gonna teach you guys the two pillars of authority in the coaching industry and exactly how I use them to like soak myself in the energy of like hey, I'm the coach you should be listening to.

This class is completely free to all of my Three More students. If you're in Three More, you do not have to purchase this class. You will get access to it. This class is \$22 for the rest of y'all. Okay. This is a two day class. I'm hosting it January 23<sup>rd</sup> and 24<sup>th</sup>. So mark it in your calendars right now.

A teeny, weeny secret, small secret. At the end of this masterclass, I am going to be unveiling for the first time the most potent, most helpful, most impactful coaching offer in the industry. Those that come to this masterclass will hear about the early bird pricing. So you don't want to miss this y'all. Be there.

All right guys so today let's talk about some Q and A's. I opened up the floor. I did a ask me anything in my Facebook group and inside of my Instagram little ask me anything stories. I told everybody this is gonna be on the podcast so submit your questions, and I'm going to riff on them.

All right, so this is what we're gonna do. I'm gonna go through I'm gonna read the questions. Then I'm going to tell you the first thing that comes to my mind. What could go wrong? Right? Completely unfiltered. Okay, question number one. Can you please talk about your limiting money beliefs that you used to have, and the actual process that you went through

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to change it? What are your current beliefs when it comes to making money?

Okay, when I was being raised, money was scarce. Okay. It was definitely like if someone made more than \$40,000 a year, they were not our breed of people. We didn't understand them. \$100,000 a year was like unspoken in my house. We didn't even know anyone that made \$100,000 a year. Like that was insane.

Like to me like people that made \$40,000 a year were the like the moms that had like brand name Kleenex in their glove box. Like they didn't just use McDonald's napkins to blow their nose in their glove box. Like they had actual Kleenex. Like those bitches were rich. You'd go to their house and like, their kids would bring Lunchables to school. Like what? They'd have like a juice box or some shit. Like they weren't just on like the free lunch program at school, right? Like, their moms packed them stuff. It was amazing.

So growing up, we didn't have a lot of money. No one was really like going after really big goals as far as money was concerned. So you can imagine how I grew up. I was raised, and then I had my own thoughts about money. Money wasn't talked about. When we pay our bills, we cry. That's what I know about money. Right? So I had a lot of unwinding to figure out, a lot of just limits.

Like, when I say limits, I mean my brain didn't even know to ask for bigger money. It wasn't considered. It wasn't like oh, I want more money, but I can't. No, it was just like I get the money that the government can give to me and whatever I can do as a waitress. That's that. That's the ceiling. There is no question as to how to get more of it.

The only people that have hellacious money are people on movies. I don't know how they do it, but they must be like doctors or some shit. Now it's so funny because now I'm like oh, I can't imagine being a doctor. They work so hard, and they don't even get paid that well. They're only getting paid like \$150,000 a year. So much has changed.

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So guys, number one, I really believe that, especially in the coaching industry, a lot of people get obsessed with this idea that you have to go through this whole money mindset change. That it takes a lot of time, and it takes a lot of thought models, and it takes a lot of therapy. It's going to take you years to change your thoughts about money. I just think that that is an over complication of what really needs to happen.

So here's what I like to do. We don't have to overcomplicate it, okay. Like not everything needs a drawn out thought model. What I like to do is I just look for evidence as to why my limiting belief is BS. So all of a sudden, I started noticing people that were making \$100,000 a year. When I became a business owner, I started looking around and I was like oh well I mean, she makes like \$103,000. I mean she went to the same college as me, and like I don't know, she partied as hard as I did. So like if she can do it, oh maybe I can do it. Or like hey, that person over there makes like \$120,000 Right.

I started just looking for people. I'm like well, they took some classes, right? Like they got a mentor, and it happened for them. This person read this book. I'm like listening to the podcast. All of a sudden, I'm flooding myself with evidence that it's possible, right? Like so many people that I knew, but also so many people that I didn't know. I started listening to these episodes of these podcasts where people were talking about being a waitress, and they were talking about what they did step by step. Like little incremental changes that changed their income, right? So making money became normalized.

I started noticing another limiting belief that I had. This came later. This was once I started making pretty good money. I didn't realize that I had this until my coach pointed it out to me. Then it was like one of those things that was so blatantly obvious that I was like how did I miss this? But I had a fear of success. I had some sort of idea that women, moms, if they were rich then they were away. If they made their own money, if they were wealthy then they were career driven, and I had this idea of them like in a pantsuit in a top tower office, all glass, high heels, running a company, on planes a lot.

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In my mind, it was so concrete. I didn't see myself being that because I was a mom of four, and I wanted to be at home a lot. So I had this limiting belief about like if I become really successful, I'm going to be gone a lot or I'm going to be a distant mother. My coach pointed out to me, and I got to work really quickly on finding evidence of other moms that were making hundreds of thousands of dollars, and they were still taking their kids to school and picking their kids up from school. They're at home and cooking and very present. Right?

So like I started noticing evidence and finding evidence for everything that I want in my life. Right? I wanted to not be so scared to show up and do different things and put myself out there. So I started finding evidence for the fact that I tried a video, and I didn't die. I did a webinar, and I didn't die. I tried this thing, and I now have evidence that I'm not as fragile as I let myself think that I was. You know what I mean?

So when you guys are going out there, you can either say to yourself okay, I've got this money belief. I'm going to spend 20 years in therapy trying to figure out how to get rid of it. Or you can just be like no, I'm going to just flip it. I'm just going to look for evidence, and I'm gonna keep looking for evidence for why it's false and why this other thing is true. I'm going to choose to latch on to those things instead of latching on to this other thing, right?

Some of you guys, some of you, have a belief that you will allow to weigh you down because it's benefiting you. You're like no, I am confused, or I'm scared, or I have these money beliefs. So my business isn't growing the way that I want it to grow. You're using that as your safety blanket, your wubby, your little blankie, blue-blue, right? You're choosing to use that as a way to stay small.

When you rip that away, when I say hey, your limiting belief, you can just change it today. You just change it. Poof, it's gone. A lot of you would be like no, wait. No, wait, wait, I'm not ready. I'm not ready to give that away. Because it's your safety. So I would look into that as well.

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Then the last part of that question is what are your current beliefs when it comes to money? Hmm. I think one that I use a lot is like okay, I know how to make money. It's just I got to do the things now. So I no longer indulge in any confusion. Like to me it's like do a webinar, do podcasts, post on Instagram, make money. Like I now have a set thing that I do, and it just makes a lot of money.

So it has taken time to build up to create an audience that is considered a "hot audience," an audience that wants to buy from me, right, an audience that wants to hear what I have to say, an audience that wants to trust me. So it's taken me a while to build up to that. I'm gonna teach exactly how I do that in my next masterclass, by the way, but exactly how to become that bold authority where your audience becomes a hot audience. They're not just cool or lukewarm. They're like ready for you to send the email so that they can buy from you.

So it took me a while to get a hot audience. But now that I have one, I know these are the things that I need to do to make money. I can see as I project into the future how that's going to continue to make me money. But I also know that to get to next levels of income, I'm gonna have to become more creative. I'm gonna have to scrap old things that used to work and try out new things that I've never done before.

I think that I have just a generalized trust in myself. Like, I trust that I'll figure it out. I know that I can be uncomfortable and will figure it out. Like whatever the next step is in hitting the next revenue goal, like yeah, I'll just do that. Whatever. Whatever you tell me to do. Like, if you're like no, like you got to stop doing webinars and sending out emails, and now you have to go outside in your underwear and do a rain dance every Monday at 12:00 to the rain gods. I'd be like well, okay. Whatever. I'm gonna figure it out.

That's kind of the way I look at money is like whatever I got to do, I guess I'm capable. I'm gonna look real dumb doing it at first, but I have gained enough evidence to be like the way to reach \$50,000? Like, I just figured it



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out. Then I wanted to reach \$100,000. I figured it out. I wanted to reach \$250, I wanted to reach \$500, I wanted to reach a million, I figured it out.

So, to me, this relationship that I have with money now is very trusting, and it's very calm. It's very like yeah, I guess I'll do it. I don't know how to describe it. Is this making sense? I'm not sure. But it's just very much like yeah, I'm going to figure it out. Self-confidence is how I would describe that, which is a phenomenal lead into the next question.

The next question was from Chelsea. She said how do I gain confidence in myself inside and outside of my business? So Chelsea, I know who you are. So I'm gonna talk to you in gym speak. So as you know like when someone just starts going to the gym, and they don't have the muscles. They don't have the strength, right? Like they don't have the cardiovascular health. Maybe they're starting from square one.

They do not feel confident in a gym setting. In fact, the gym can be a very intimidating place, right? Like there are smoking hot girls lifting weights in their fucking skivvies, and there's like men grunting like lions. Everyone stares at you if you're new in the gym. Like who's this new person? It's very much a community, a clique. Right? For some reason, everyone is fucking beautiful. I don't understand. So intimidating, right? There's mirrors everywhere, right?

Like the rap songs that they're yelling about are just like little waist and big asses. Then there you are. You haven't been to the gym in two years. Your sneakers are dirty. When you look at the mirror. You can like see your cellulite through the fucking pants you're wearing. You don't know the etiquette of the gym. Right? You're scared to death you're gonna fart when you squat. I get it. I don't know how I know this in such great detail, but I do. So that must have been from a friend telling me the story.

But you see, that's day one. Okay, that's how it that's how we feel on day one. Then there's day two, right? You're like well, I didn't die on day one. I'm gonna go again. Day two, day three, day four. Day 20 you start relaxing a little. You're like okay, well, I know how to use this piece of equipment.

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I've seen enough people use it. You're like I know the basic idea of how everything is laid out. Then you go on day 30, day 40, right.

All of a sudden you wake up, you're three years in, and you fucking own the place. You will walk in there wearing whatever you want. You're the person that's like weightlifting in your house slippers, right? Like you know exactly what you came to do. You know who everyone is. You know the patterns of the place. You're using every piece of equipment available. You already know their playlist. Like you own that gym.

Here's the thing, inside of the gym, outside of the gym, in business, in public speaking, in dating, in going out to bars, in showing up on Instagram, in parenting, whatever it is that we lack confidence in. I want you to hear me when I say this because I'm not trying to be cliché. This is the most truthful thing that I will ever say in my whole life. The only way to gain confidence is through. There is no shortcut. There is no pill. There is no side door. There is no affirmation. There is no therapy. There is no course.

Confidence comes from showing up to the gym when it's uncomfortable and realizing you're not going to die and doing that on repeat until you feel like you're not going to die. Guys, the more that we keep ourselves safe, the more scary the world becomes around us. The more that you keep yourself safe, the more scary the world becomes around you.

Guys, we do not want to strive for safety. Safety is not what we're looking for. Comfort is not what we're looking for. Does it feel good to be comfortable? Yes. Does it feel good to eat cookies all fucking day sometimes? Yes. But the more that we seek discomfort, the more non-threatening the world becomes around us. When we seek discomfort in the physical sense or in the emotional sense or in the spiritual sense, what we're doing is we're sharpening our mind to the struggle, right?

Like when we exercise hard or when we do a cold plunge, cold therapy, or we do long winded sauna sessions, or sprint sessions. It hurts and it sucks, but it is sharpening us to be fitter for the other problems in our life or like problems in our marriage, problems in our business. Because if I can do

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that, if I can cold plunge for 60 seconds, if I can sauna for 20 minutes, if I can sprint, I can do anything. All of its comfortable, right?

The more that you sharpen your axe through discomfort or what people call eustress, eustress. This is getting uncomfortable and stressing your body in a healthy way. Exercise, cold therapy, heat therapy, like meditation. Stress on your body that forces you to be uncomfortable in a positive way. This is what sharpens your act.

So when you're looking for confidence, the only way is to get super uncomfortable and to do it on repeat. The only way to walk into a gym feeling amazing is to go there feeling not amazing so many times. So my best piece of advice for confidence is it's not necessarily a mindset shift. You're not going to go to therapy and gain confidence I don't think.

To me, instead of a mindset shift, it is a repetition shift. You will be uncomfortable, and you will lack confidence the first 30 dates that you go on. But if you want to get really confident at dating, and you look at it as a numbers game. Like I am going to find my person in the next 24 months, and I will go on 25 dates a month until I find my person. Do you think that you're going to be super nervous on date number 147? Or do you think you would go in there with a purpose, owning the place, and being yourself? So that is my take on confidence. It is 100% repetition. It is 100% just doing uncomfortable things until you feel comfortable.

All right. How do you handle sickness when you work for yourself? So I think what this person is asking is like you work for yourself, and you're the only one that's making money. You're sick, you don't want to take time off. Okay, so I'm guessing that this is what she is saying. First of all, what I want you to know is I totally understand. So many of you guys, just like I was, you don't get paid if you're not working.

So for some of you, it's easier. Some of you guys are like coaches, and you just have like 15 one on one calls a week. You can move those around when you get sick, and you can do makeup calls. But I'm going to talk to you a little bit about those of you who you have a really tight schedule.

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So like when I was doing Massage Strong, it was like I would have 25 clients in a week. If I got sick for two weeks, that's like 50 appointments that I needed to move to another week, but those weeks also had 25 people. There was nowhere to put them. There was nowhere to go. I was completely maxed out.

Some of you guys might be in this situation. It was in person. It wasn't something I could do in my pajamas on my phone. It wasn't something I could squeeze in at 8:00 p.m. It was like if I missed work, I not only missed the money, but I had like 50 appointments to reschedule and try to fit in somewhere.

Okay, but guys, here's what I want you to know. I used to be terrible, ridiculous about working when I was sick. Okay. Like, I worked when I was sick. Just so you know, just a little context here, this was before everyone got super sterile and fucking crazy about sickness and terrified. Like this was before everyone has like become these weird obsessive people that you're not allowed to cough in public. This was pre-pandemic, okay.

So a little bit of context there. People weren't as offended when I showed up being like hey, I'm a little bit under the weather, but we're going to keep doing this because I really wanted to see you. I want to keep working on your knee. I know that it's healing, blah, blah, blah. So I used to be terrible about this.

I remember having a lot of worries and concerns and thoughts about missing work. But it took me a lot of wising up to realize most of my fears were in my head and only in my head, and they weren't in theirs, right. So like one of the biggest fears was like they're gonna go somewhere else if they can't get in. If I can't see them today, then they are going to go off, and they're going to find another massage therapist.

It was just coming from such a place of lack and like lack of trust in them as my loyal client. Or they will think it's unprofessional of me to call out and then not be able to see them for like four weeks. Because that's the type of schedule I was on. Like if I need to call out I can reschedule you, but it's

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going to be in like four and a half weeks from now. Right? Or I own the business. So I'm responsible for fulfilling these appointments, or I can't hire someone else to do this. No one can do it as good as me. I had all the worries, all the thoughts.

Number one, most of your worries are your own and not your clients. Right? Like to be honest, they care a lot less than you think about rescheduling their appointments. If you guys have 25 clients, those 25 people you hold to your heart. They're precious to you. They are your moneymakers. They are your only 25 clients. Like you are in love with them. You think about them.

But to them you're one of many, many, many people in their lives. Okay. We as business owners and practitioners tend to have an ego about who we are to people. Like if I miss out on giving this person a massage, they're going to be really mad at me. The truth is that they don't really care. They love you, but they don't really care.

If you need to reschedule, do your thing. They're gonna probably reschedule with you. Not a huge deal. We tend to put a big deal on it because it is our entire world. Like your business is your entire world, but don't project that on to them. Okay? Most of your worries are your own, not your clients.

Also, no matter what business you're in, no two week period will make or break you. I'm saying two weeks as in like you're sick for two weeks. Let's just say that you're sick for two weeks. There is no two weeks that is going to make or break you. We've got to get out of the mindset of everything being like this like instant gratification.

If you look at your business as if you're going to be working in it for 25 years, like put yourself in your body 15 years from now, right? Like 15 years from now I'm going to be 48. So like, am I going to remember the two weeks that I had to call out because I was sick? No. Guys think about your business in such a bigger, longer game.

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If you're looking at it from a long game, what you really want to do is take the time off and get yourself healthy and get your immune system back on track and start eating the vegetables and prioritizing sleep because you've got a long ass road ahead of you. It's not let's grind ourselves to the bone and work while we're sick because we have a long road ahead of us. Right? So no two week period is going to make or break you.

Also, just in case you don't know, guys your business should have a cushion. Okay? You have a financial cushion for things like this. Okay, I would have never gotten myself in the situations that I had gotten into if I had had a cushion. If I had had amount of money that would get me through a month, two months, three months without seeing a client, I would have allowed myself to take time off work. But I didn't have that.

I was flying by the seat of my pants, like I told you. Like very weird money ideas and limits. I just thought if I need money, I'll go do a massage. Then I'll take that money, and I'll use it for whatever I need. I had no thought about my future self. I had no concern about what future Becca was going to do. If I could go back, I would just make myself have a cushion so that when things like this come up, I can take care of my body. Right. I can take care of present Becca.

Guys, I know I talked to you all so much about hiring and delegating. People can help. Okay. What if I told you that if you own a business, and if planned appropriately, you can take weeks of sick time, vacation time, multiple maternity leaves, vacations without missing a beat financially. So please ask yourself am I at a place where it's time to start hiring help, right? People that swoop in and do the work when I'm sick?

If it is, and I'm not doing it out of fear or am I not doing it out of the unknown or am I just pretending that no one can do it as well as I can? Am I telling myself I'm not ready or I'm not smart enough or whatever it is, right? But there is nothing better on the planet in business then waking up realizing you're sick, and all you got to do is call your other practitioner or your other person and say hey, woke up. I think it's the flu. I know you're off work today. Would you be willing to take these clients if at all possible?

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Or let's say you have two or three practitioners, and you can break them up. You can give one of your clients to one practitioner, one of your clients to another one, one of your clients to the other one, right? Like you just have so many fucking options. So many options when there's a team of you. When you are by yourself, you are the most imprisoned and most pigeon holed to your work schedule ever. So I will continue to tell you to ask yourself, are you capable of hiring yet and what does that look like?

All right, so that is gonna be it for me today. I think as I was doing this I kind of decided that I'm gonna go ahead and turn this into a sequel. So this was part one of the Q&A. Next week you guys are gonna get part two of the Q&A. How does that sound? It fancies for me. I like it. All right guys, so payment plan in Three More, \$296 per month. Our official announcement for the masterclass was just released. Bold Authority is going to be January 23<sup>rd</sup> and 24<sup>th</sup>. \$22 for the general public and completely free for my Three More students. All right guys, see you all here next week. Bye.

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