

Ep #91: What Makes Athletes the Perfect Entrepreneurs



Full Episode Transcript

With Your Host

Becca Pike

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Welcome to episode 91. 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. How are we doing? I feel like I have not been here in forever. Because what I do, even though you guys get weekly episodes, I will batch record. So I'll record five, six, seven episodes within a couple of weeks, and then I'll just like to let it coast. So I haven't been on this mic in a really long time.

The last few months have been pretty hectic. I was in Austin, and I was getting ready for that launch. Then I was doing the webinar that we just hosted, Bold Authority. I've had a lot of things up my sleeves alongside being a mom of four and trying to continue my hobbies and all the things.

So the last several episodes have been either me interviewing someone or having a guest on, which is just to be completely honest 10 times easier than trying to sit down and deliver a lesson. Right? It's like when I'm sitting just me and the mic, there's usually a lot of behind the scenes going on of lesson plans. Like what am I actually going to talk about today? What am I going to articulate? What do I want them to walk away with? As opposed to when I just have someone on, it's just me like literally shooting the shit with somebody, which is super easy.

So I've made the last several weeks of my podcasting life very easy because I've had a lot on my plate. I've enjoyed it, and I've loved having guests on. But I just felt like I really wanted to sit down and talk with you guys one on one. Just me and you as you're sitting in your car driving to wherever you drive to, and I get to be in your ear.

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Or maybe you're on a walk. Maybe you're walking your dog. I don't know, maybe you're walking your cat. Maybe you're weird. I like it. It's cool. I think that you and I would get along really well if you're walking your cat right now, especially if your cat's in a tuxedo. That would be the best.

But either way, me and you today. I'm gonna be honest, I didn't actually write out a lesson plan. I didn't write out anything I was going to spend the day just kind of loving on you, telling you what's going on in my life, asking you what's going on in your life, giving you a couple stories that have been going on, and just see where it leads us.

But before I do, I'm gonna make a couple quick announcements, front of house stuff. Number one, the Bold Authority masterclass is over. We killed it. It was the best. We did it two days. It was just for coaches. I taught you guys how to sell coaching with my two pillars of coaching sales tactics. What I've been doing to sell my coaching, what it has looked like and how to do it. So that is over. You can watch the recording. Still, it is called Bold Authority. You can find it on my Instagram Linktree for \$22.

With that being said, at the end of Bold Authority, I announced our brand new offer. So our brand new offer is called My First 100k. This was a course that I created that I wish that I would have had in my years that I was trying to hit my first six figures. This is a lot of the stuff that people aren't willing to tell you unless you are in these \$50,000, \$60,000 master classes. I felt like I had to pry a lot of the answers out of the industry. I wanted to break that norm.

So I am selling you guys My First 100k. It is a \$1,500 course. It is on demand videos. It is a no brainer. If you are a coach and you are looking to hit your first six figures, there's literally no better course to buy than My First 100k. I'm going to tell you guys about all of the mistakes that I made, all of the things that I wish I would have known. There's like a lot of hindsight information in there.

So we've had people gobbling that up all week after Bold Authority, and I'm so, so thankful for the feedback that we're getting on that. So thank you. If

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you want to get into My First 100k, you can get access on demand immediately as soon as you buy. That is also in my Instagram Linktree.

Also we have a mastermind payment deadline that is now over. So if you want to come into my next round of my mastermind, the payment plan deadline is over. You can still pay in full, and you can still go out and get your funds together, get your credit together, your bank loan together, whatever it looks like. Our actual deadline for pay in full is going to be in May. So keep your eyes and ears peeled for that deadline.

Last but not least, as always, my Three More community is enrolling. We have new people coming into it every single week. If you want a taste of my community, if you want to be held accountable, if you want a community of people that are scrappy and resourceful, and you want weekly coaching every Tuesday, Three More is for you. It's only \$3,000.

We have a payment plan. You can pay \$296 per month for 12 months, guys. This is a no brainer. This is an obvious, obvious investment. Whether you're a coach, whether you are a hairstylist, whether you are an artist, whether you are a chef, anyone in the service based business, this class is for you. Lifetime access for \$3,000. Again, no brainer, come hang out with us.

That's it for the announcements, you guys. First of all, it's a snowy day here. No school, which I don't know. I have a love hate relationship for that. Like I do love having my kids at home. But also, if you're someone that works from home, you understand. I mean it's literally like having to take your kids to work with you every day. That's what it is. It's like I gotta go do my work. My life doesn't stop, and the kids are home, right?

Every now and then it's super fun, but once you're like three, four, five snow days in, you're like ready to pull your eyeballs out and stomp on them. But we aren't there yet. We're only on like day two of snow day. I'm still in a good snow day mom mood. I don't know about you guys, but when it's bad weather outside, I'm extra thankful for my house. I think that this is probably pretty normal, but like the gratitude oozes out of me.

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I don't know if this is the way everyone thinks or if this is like a product of me. I lived in poverty in Indonesia. Like I got to see true poverty, not just like American poverty. Like real poverty. I got to see that. I got to see people living outside. I got to see people living in these shacks that were just like scraps of metal leaning against each other. Like the rain is just pouring in, and they've got their infant baby in there just wet. I got to see all that. It really left a big impression on me when I lived overseas.

So I don't know if it's a product of that, or if it's just a product of feeling good. But when it's snowing outside or icy outside, I just walk around my house in awe. I'm just like oh my gosh. Like I'm in cozy flannel pajamas. I have endless amounts of coffee and food and snacks. My house is warm. I've got a fireplace in the basement that's roaring. I've got a fireplace on the main floor that's roaring. Like I've got all the Netflix I could watch. I've got everything that I need.

So I'm in that headspace this morning. I've just been walking around just like damn. Damn, this is life, right? We are so fucking privileged. If you're listening to this, if you even have access to a smartphone that is allowing you to listen to my voice right now, you are in the top 1% of the fucking world. Like anyway, that's where I'm at right now. I just can't handle how much gratitude I have for my life.

Especially when it's fucking cold outside because I know that there are so many people that are cold as hell right now outside. They've got their kids outside, and they're living in their cars. They're trying to save gas so they don't want to turn their car heat on. But they're like in that weird balance where they want to turn their car heat on, but they can't waste the gas.

I actually know that life. I've been there before. So I'm really thankful for my past and a lot of the things that I've seen and a lot of the things that I've been through, and I think that it has helped me have so much gratitude here.

If you listen really closely in the background, you can probably hear my kids listening or watching *The Jungle Book*. They're like one room over from me.

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We just watched *Mowgli*. So they remade *The Jungle Book* into a new movie called *Mowgli*. *Mowgli* is like a real human. It's not a cartoon. It's like real humans. Well, I mean, I guess it is a cartoon. All the animals are fake and they talk, but they don't look like cartoons.

It was amazing by the way. Everybody should watch *Mowgli*. Very, like high definition, just really artistic. The visual effects were amazing is what I'm trying to say. A little bit scary. My kids are kind of like they're scared of things, like movies. Like if there's a scene where the lights go down and there's scary music at all, they're done for they're like crying. I don't know what happened to them or why that is the case, but they can't handle it.

I have these other friends that are like yeah, I took my kids to see *Jurassic Park*. I'm like what the fuck are you talking about? Like my kids would sleep in my bed for the next six weeks if I took them to see *Jurassic Park*. Like none of that, the only thing we're watching around here is like iCarly and unicorns. That's it. But we did watch *Mowgli*. There were some scary parts. My kids were scared to go to sleep that night, but it was worth it. It was a really good movie.

So now they're watching *The Jungle Book* for the first time because I'm not like that Disney parent that watches all the Disney movies, and we go to Disney World, and like very much into Disney. You know those people? You might be one of those people. I don't understand you. I'm not throwing shade at you. I don't have any thoughts about you if you're a Disney person. Some of my closest friends are Disney people.

When I say Disney people, I mean like the people that are genuinely in love with Disney. Like they want to go to Disney World every year, if not two, three, four times a year. They watch all the Disney movies. They're into the Disney princesses. I don't get that. I don't know. Maybe it was the way that I was raised, which was not that, that's for sure. I was too busy rolling my parents cigarettes to watch Disney movies. But that's cool, whatever. I'm not that person.

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So we've never seen *The Jungle Book*. They're watching it right now for the very first time. I've actually never even seen it. So as I'm saying this, I'm like this is pretty sad. You can probably hear that in the background on this beautiful snowy day. I'm just so happy to be here talking to you guys, even if you just are listening to me riff about nothing at this point. I've had a lot of caffeine.

Also, you might have seen this on my social media, but I got invited to play an alumni basketball game with my old high school basketball players. Guys, it was so fun. So they had all of the alumni come. So basically like if you graduated from high school playing basketball. I went to Anderson County High School in Kentucky. This is Lawrenceburg, Kentucky, a small town.

I went to Anderson County High School. We were the Lady Bearcats. We were fucking awesome. I loved basketball. It was my entire life for a really long time. Basically, if you played ball, you could come back and you could play in this alumni game. There were people there that had graduated high school in 1992, people that graduated in 2005, 2012. There were kids that had just graduated like literally in 2022. They were playing as well.

I was so pumped about this. I haven't played basketball in like 15 years. Okay. So I'm not expecting myself to be very good. But we got the roster for the game, like who was on what team. When I looked at it, I was like oh shit, this isn't even fair because they took all the MVPs from my era and put us all on a team together. I was like well, this is the most badass team I've ever seen.

Then the other team, I didn't recognize any of the names. So I was like oh, those are the older people. There's probably the people that graduated in like 1990, 1993. The people that are just a little older than me. It looks like they have an older team and a younger team.

I'm like this isn't fair. Like we are the MVPs. We're younger. We're all a little out of shape, basketball shape. Nobody really stays in basketball shape. If you've ever played basketball, you know that the only thing that can keep

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you in basketball shape is playing basketball. So I'm like but we're gonna dominate. Like this isn't even fair, right?

So I got there, and I realized very quickly that we're the old team. That all those names that I couldn't recognize were because they were all like 20 and 21 year olds that had just graduated from like Division I basketball college. There were a couple girls that had made it to the national team. First of all, this is the most ridiculous.

So me and my team, my old ass team, we realize that we're the old ones, and we're like oh okay, that's fine. We're still going to kick ass, right? Like we were really good in high school. So I mean, it can't go anywhere, right? We get on the court, and the young girls... Like us older girls, we were all joking and laughing. We were talking about how we were going to like roll our ankles, and we were joking about being out of shape. I'm jumping. So I'm right in the center of the court.

The girls come on, the younger girls, the team that we're going against comes on and no smiles. No smiles. No laughing. They're just like scraping the bottom of their shoes. They're fucking ready. I'm like oh okay. Well, they're a serious team. That's fine. That's cool. Whatever. So I'm still giggling. I'm still joking.

We jump the ball. I miss it. You guys, I don't miss the jump ball. That didn't happen, but it happened. So I miss it. I don't get it. The other girl gets it. I ended up watching the replay later. She gets it by like three feet above me, okay. She's much shorter than I am. I'm like okay. So I don't get it.

We get down to the court. As soon as I get to my place where I want to be, this girl who is guarding me just takes her hand and just shoves my back as hard as she can. Just totally not basketball etiquette. She didn't use her forearm like she was boxing up and guarding me. If you know anything about basketball, there's some pushing and shoving down there. It wasn't like that. That's not what I'm saying.

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I'm saying I was on the court, and she just shoved me as hard as she could. I was like oh, oh, they're not fucking playing. Like they're not playing around. They're not giggling like we are. I look at one of the girls on my team, and she looks at me and she was like they're not playing. I was like I saw that.

So the beast was born. I became the most aggressive I've ever been. Like I was shoving these girls to the ground. There were no foul outs. You weren't allowed to foul out. There was no such thing. You could foul, but you weren't gonna get kicked out of the game. So I was like cool, I'm gonna use that to my advantage.

By the end of it, I had fallen on this court three, four, five times per quarter. I'm like shoving these girls down. I'm doing everything I possibly can. Even though I'm in pretty good shape, I was in the worst shape compared to everyone on the court because I was trying so hard. I was on like level 1,000, right?

Which ended up working out great for me because in the grand scheme of things, I ended up scoring almost half of our team's points. Which I was like hell yeah. But also, I was really close to throwing up the entire time. I was very shaky. Every time I jumped, I peed my pants a little bit. It was wild. I'm getting old apparently. I'm on the old team. I gotta keep reminding myself.

But there was this one point where we were getting ready to – Like someone was shooting a foul shot, right. So we're lined up waiting for the rebounds, and I'm in between two opponents. Like lined up in between them. One of the girls says to the other, she's like hey, get this rebound. The other girl looks at me, and then says, “Yeah, that's not going to be a problem. That's gonna be very easy.” I was like I'm gonna fucking burn these bitches houses down. I'm gonna fucking kill them.

So of course, I get the rebound because you can't say that shit to me and I just allow you to get the rebound. Like I would have died to get that rebound. I would have killed small animals just to get that rebound. I would have done anything, right, because that's the way I'm wired. So of course, I

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get the rebound. When I got the rebound, I put it back up and scored on her. Basically, I wanted to, I don't know, high five her in the face.

But what I'm getting at, by the way, we got completely stomped. We got our asses kicked, completely handed to us, but it was the most fun. It was all fun and games. Like at the end of the game, I was hugging the young girls. Those stupid bitches, they haven't even had kids yet. Okay. They haven't even been broken down by life. Right? Like their vaginas are still intact. They haven't even. They haven't even. So that's my excuse.

But nonetheless, nice girls, cute girls. I'm glad I played with them. I'm going to train for like 12 weeks before next year's alumni game. I'm going to be running hills with friends like Rocky to get in shape for that because there is no way I am going to allow a 22 year old to stand me up again like that. So there's that.

But the whole reason I'm talking about this is because it occurred to me how much I like former athletes and athletes in general, whether you're a recreational athlete or whether you used to be an athlete or you're still an athlete. I feel like athletes and former athletes make the best business owners. They have to have some sort of foundation that non athletes don't have, right?

Because think about it. Like first of all, discipline. Like I was taught discipline in basketball. I was taught like you show up, and you show up every day. You show up when you don't want to and you show up when you don't feel good. You show up when your body is tired, and you still show up and you put in the work.

It is like the foundation of reps equals success. Right? You don't have to be good to begin with, but you gotta keep showing up. If you keep showing up and you keep putting in the reps, you're going to eventually get good. There is no other way around it. There's no way that you can put in that many reps every single day and not get better.

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I feel like knowing that as a business owner and having that like really etched into my soul has changed how I run businesses, right? So the discipline of it, like showing up when you don't want to and doing the boring work, the shit that nobody wants to do. Like standing and shooting foul shots over and over and over and over. Just free throws, just hitting free throws over. Going and chasing your ball, and doing it a hundred times a day. Like that's the shit no one wants to do. It would be so much easier to wrap up practice and not shoot your foul shots. Right?

Just like it would be so much easier to just provide your service and not do the marketing and not do the every day email editing and not creating the processes. Like that's the boring shit nobody wants to do. I get it. But when you're an athlete, it is like you are built into you to do the boring work. I've seen this.

I think really successful people are the most willing to do the same shit over and over and over again. Like think about the fittest people they've been eating the same breakfast for five years. They've been making the same lunch for five years. They've been going to the same gym every single day for years and years. They have the same routines. The only thing that changes is like how much weight they put on their bar.

Like it is such a big part of the culture of success, which is I don't need things to change up and entertain me. I'm not going to make my sport entertain me. Like I'm going to entertain my sport. I'm going to figure out how to make this fun for myself. I think successful people know how to do that. People who have a hard time with success don't. I think that they want their businesses to entertain them. I think that they want to get something out of it. I think they want to take the days off when they want to take the days off. I don't know. It just makes a lot of sense to me.

On top of that, I think that athletes really understand that what I put in my body changes the results I get on the outside. This shows up in business all the time. But it's like this is ignored, and it's not talked about very much. So in basketball or in CrossFit. I used to build my body. But whatever the sport was, it was a sport that I did every day.

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It was very obvious while I was doing the sport if I had treated my body poorly the day before or the morning of. Very obvious. If I was running on carbs and sugar, then my gas tank was depleted immediately as soon as I started working out. I still feel this way. If I'm missing electrolytes, if I'm dehydrated, if I had a glass of wine last night, like every single thing that I've done to my body I can tell in my workout. So from the time I started being an athlete at like seven years old, it was what I put in my body, I can tell.

In business, it is very obvious to me. What I put in my body, I can tell. If I've had too much caffeine in one day, I can tell. It hurts my work. It hurts my brain. I have brain fog. If I'm not getting enough protein and enough strong fats, and I'm relying too heavily on carbs, I have brain fog. I have headaches. I can tell, right? If I'm not taking my electrolytes, if I'm not taking my vitamin D and my Bs and all these vitamins that keep my mood stabilized, I can tell.

So it seems like there is this knowledge, this foundational knowledge between athletes who understand exactly what it's like for their body to feel good and how that correlates to their business's success. Whereas I have also had students that were not athletes. They didn't grow up in the gym. They didn't grow up with any of that. They don't have parents or friends that talk to them about supplementation or about health.

They're trying to run their businesses. They're asking for all this strategy for their business. Like how can I make my business more successful? But as I'm looking at them, I'm literally looking at them. They look dehydrated, and they look lethargic. They're bloated, and they're exhausted. You can tell that all they've had for breakfast for the last few weeks is muffins and pancakes.

Again, there's no judgment here. I think that there's just a lack of knowledge. I think that we live in such a culture that no one is willing to talk about how important it is to take care of your body, or how important it is to not be overweight, or how important it is to not be running on carbs.

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I think we live in a culture that's like just do you, and everything you do is great. I don't really agree. I mean I think you can run on carbs if you want to, but I also think that there's consequences to that. If you want to not have those consequences, like you want to have a successful business then you probably shouldn't run on carbs.

So athletes. They understand discipline. They understand what they put into their body matters. They understand sacrifice. Do you know how many fucking times I had to sacrifice everything? I mean, it started in middle school. All my friends are going out to little middle school parties and high school parties and how bad I just wanted to get in the car with one of my friends after school and just drive off after high school.

But I couldn't. I had to go to the gym. I had to lace up my sneaks. I had to go run suicides on the fucking gym court. I hated suicides. My coach used to put – When we were in trouble, he would put trash cans around the corners of the gyms, and he would just run us till we puked. Like he just wanted us all to puke. Like that was our punishment. If you were smart, you would fake puke. It would help you out a lot. He would soften a little bit every time someone threw up.

But there was a sacrifice. Like deep sacrifice. Like there were times that I wanted nothing more than to go smoke cigarettes with my friends. I had to be at the court. I had to sacrifice what I wanted. It's the same now. Like I am still CrossFitting. I'm still lifting weights. There are days that I have to sacrifice exactly what I want to do for the long term picture.

Because the short term picture is I don't want to go to the CrossFit gym today. I want to sit at home and watch Netflix. But what I'm doing when I say I'm going to sacrifice my gym day is I'm going to sacrifice my future. You guys, and especially women that are listening to this, like our bodies are kind of like a bank account right now.

So at the age that I'm at, I'm in my mid-30s. The weightlifting that we put into our bodies right now is being stored, like the benefits are being stored right now. Because by the time we're 65 and 70, if we try to weight lift, it is

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going to be much, much, much easier if we have stored benefits from our 30s. So like what you're doing right now matters if you are in my age range. Or if you're in your 20s. Like fill up that bank account as much as you possibly can. The stronger your bones are in your 20s and 30s and the stronger that your muscles are and the more pull that you have on your bones from your musculoskeletal system, you're going to have more benefits as you age. But once you reach a certain tipping point, that doesn't happen anymore. So put in the work now. Right?

So back to what I was saying. I want to completely sacrifice and just watch Netflix, or I want to sacrifice my workout and just watch Netflix. But what I'm doing is sacrificing my entire life I feel like. It's like no, I would rather sacrifice this next hour, go lift weights to put some money in my future bank account, my future bone bank account, my future muscle bank account, my future hormone bank account to set myself up for a great life.

I think that when you learn sacrifice like that, building a business comes much more intuitively. On top of that, it's like goal setting. Like sports taught me how to set. Like I can't squat more than I don't know, I can't remember. I remember the very first time I ever tried to back squat. I think I back squatted like 65 pounds, and I could barely get the bar up. Now 65 pounds is like my warmup weight just to get my knees loose.

But I would set a goal. I would say okay I can do 65 pounds. I'm going to try to get to 75 pounds by the end of the month. There were times in my bodybuilding days where it's like okay this is what I'm lifting. This is where I'm trying to get to. To be able to have a goal and to quiet the noise around you and to say that's what I'm going after day in and day out. When I wake up when my alarm goes off, I'm still going for that goal. When I put my head to bed at night, I'm still going for that goal.

The feeling that it takes to not reach that goal, to go to bed at night knowing you're not at that goal, knowing you might not even be close to that goal, but you're still putting in the work to do it. That is discipline. That is sacrifice. That is a very focused mindset. It is so easy for people to have goals for a day and then forget about them. Right?

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But I think, and I could be wrong. This is just my theory. I think that athletes and former athletes get it. I think they get it on a different level. I think that if you weren't a former athlete, one of the best things you can do is start setting goals with your physical body. Because that is 100% what is going to make it happen for you. 100% going to be helpful for you. 100%. Like just adopting some of those athletic qualities, some of those disciplinary qualities. Like I put so much of my results in my life on the discipline and the structure that I learned when I was really, really, really young.

So that's it. That's all for today. I wanted to talk to you guys about how I got my ass kicked in basketball. How frustrated I was, how I turned into a crazy person on the court, how much I've ever wanted to just fight 20 year olds, but these girls were great. They were kickass basketball players. They should have won that game because they were in way better shape. They were way more skilled, really awesome. Really awesome girls.

Some of them, I ended up finding out, played DI and had just graduated. Again some of them were on like national level teams and had just come off the court from that. My old ass getting in there, peeing my pants while I'm trying to rebound. It was amazing. I can't wait for next year. If you didn't see some of these videos on social media, you've gotta go find them because it was a blast. All right guys, that is it for me today. I can't wait to talk to you guys next week. Chat soon. Have a good day. 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.

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