

Ep #95: Acquiring Clients Without Social Media



Full Episode Transcript

With Your Host

Becca Pike

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Hello, hello. Welcome to episode number 95. 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. What's up? I am alive. I'm alive. Oh, my gosh. I'm alive. I know that a lot of y'all have been following me on social media with this. But a few episodes ago, I got a UTI. Fast forward, and my UTI became resistant to my first antibiotic that I was on. Then it became resistant to my second antibiotic that I was on. If you were following along with me on social media, which wasn't much because I literally was dying, it got really bad. It got to my kidneys. It took four antibiotics and a hospitalization for me to get back to baseline.

It was really scary. It was really hard. It was about 14 days of just being in the darkest brain space you could imagine. I got dark. I don't know if you guys do this, but when I get sick, I get dark. Like I'm like nothing's going right. This is the end. My life is over. I haven't been living my life the right way. All the things.

I finally got to the hospital. I got the right antibiotics in my body. I had a trip planned with my girlfriends a few days after the hospitalization, but I had no energy to go on a trip. I was feeling super exhausted. We were supposed to be going and laying on the beach and drinking margaritas for an entire weekend.

Thankfully, I have the most amazing friends of all time because they were like listen Becca, if you can just get to Florida. You're on the mend. Your antibiotics are working. If you can just get your body there then you can lay horizontal in the sand all day long, stay hydrated, skip the margaritas, stay hydrated. It's going to be the best healing opportunity for you ever.

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I was like okay, I'm doing it. So I just got back. I just got back from the most healing experience ever. Guys, we acted like old ladies on this trip. We were in bed by 7:30 at night every single night. All day long, we woke up. We went on a walk early in the morning. I just laid in the sand, had all of my beverages, my hydrating beverages, all of my food brought to my chair on the beach.

Just the whole trip was filled with laughter, filled with girlfriends. Like it couldn't have been more healing. I had my feet in the sand. I was grounding to the earth. We had the most beautiful weather. It was like 82 and sunny the entire time that I was there. Every single day that went by, I was feeling stronger and stronger.

When I first got there, I couldn't even walk on the beach very far. I just didn't have enough energy. By the time I left, I was going on these really long walks on the beach. I had all of my energy back. I was just laughing with my girlfriends. We had the most amazing dinners. We had the most amazing lunches. All the seafood you could ever imagine. I do not budget lightly for food when I'm on vacation. I want to experience the best food I possibly can. We did all of that.

So if you followed along with this insanely long journey, I feel like this is like the third or fourth podcast episode that I have talked about this. But I'm done with my UTI. Holy crap, and my kidney infection. That was insane. I think last episode, I had to recycle an old episode because I was just so tired and sick and recouping. So I'm glad to be back on the mic in real time. I'm excited for today's episode. It's going to be a good one.

But before I get to it, I'm going to be very vulnerable with you guys here. This is something that I've made it a point to talk more about. But I was already feeling before I got sick that something needed to change about the way that I do work. I think that I kept it kind of a secret because I don't know. As a coach, it's so easy to feel like you're not supposed to be human because people are looking up to you, and they want you or you think that they want you to be perfect at running your business. You think that they want you to have the best work life balance. I teach work life balance right?

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So when my balance gets off, when my work life balance gets off, I almost can feel like ashamed of it. I don't tell people what's going on. Before I got sick, I already was feeling like my balance was off. I was feeling like I was thinking about work too much. I was frustrated with work too much. I was putting work in front of going to the gym and going on my hikes and my walks and all the things that really fill my soul up. I knew that I was doing it, but it kind of required the intense sickness for me to shake out of it.

So while I was sick, in the depths of despair, I was thinking I don't want to work the way I've been working. I don't want to think about work all the time. Like I want a life back. I want to not be wondering how many clients have signed up for my new program, and whether or not my Instagram reel is getting shared, and all of the shit that I've kind of been focusing on in the last year.

While I was sick, I was like kind of just made a promise to myself that I was going to put less thought into work in my day to day. Then on the contrasting side of that, I went on this vacation, which was like filled with all the things that I love, filled with my friends and laughter and grounding and walking around the earth, and getting all the sun that I wanted. It was just like another nail in the coffin of I want to enjoy my life again.

I say this lightly because it's not that I don't enjoy my life. When I look at myself compared to most business owners, I really am like wow, I have really good time management. I haven't lost my life to my business. It's still a refining process. I'm still refining. It's still not the exact work life balance that I want. I want more freedom. I want more mental freedom. Here's what's interesting about this.

Like a few months ago, I started noticing how much I wanted to shift the way that I work. That was around the same time that my videographer and I started talking about creating like a docuseries. So that was before I was willing to admit that I wanted to completely change the way that I work, that I want to spend less time on social media, that I want to spend less time thinking and stressing about my clients.

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It's not even my clients. It's what I've stressed about the most is like the people that I don't even know. Like the people that are going to follow me on Instagram. The people that are going to join my email list. Where are they? How do I get more of them? Right. But it was even before I was willing to admit that that he started filming me.

We have been creating a docuseries that I'm going to sell for a few hundred bucks. It's going to show my entire process of breaking down the way that I think about work. Because while he was filming, we've been doing this for weeks now, I started having these realizations. He's caught it all on camera of me being like what am I doing? He has it on camera. Me being sick, me coming out of the sickness, me having these aha moments and just kind of being like I want to do things differently.

I think in the coaching world and in the coaching industry, it's so hard to say that. I want to break that barrier because there's so many coaches out there that are acting perfect and acting like they know how to run their business so well, and everybody should listen to them. On the inside, they're dying. I see it all the time. I know it's happening. I watch the facade on Instagram.

I'm not at the point yet where I'm dying on the inside. I'm not at the point where I'm at burnout, but I don't ever want to get there either. So I'm making it a point to publicly talk about it before it gets to that point. Basically giving permission for anybody else that whether you're in the coaching industry or the online space or wherever, that you're allowed to completely pivot the way that you do things.

So I don't know exactly how I'm going to pivot. I know that in the last few weeks, I have spent way less time thinking about future clients and have spent way more time thinking about my current clients. I have reminded myself over and over like Becca, these people in the future that you don't have and that you're waiting for to come to you, they have nothing on how much I love and appreciate the people that have already signed on with me, that are building businesses with me.

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I've been putting more effort into sending gifts and surprising my clients with little gifts, little chocolates, little I don't know Lululemon jackets. Just sending stuff to their door and just loving on them and reminding myself that my people are in my containers. It's so easy to get caught up in the growth of business. It's just not the way that I want to grow it.

So I'm spending a lot less time on social media. I'm spending a lot less time worrying about my business at all. To be honest, I think I'm in the most powerful place that there is because I'm willing to risk it all to have even more aligned clients. Like my videographer and I were talking, and we were going really deep into this.

He asked me. He was like if you start being more vulnerable, and you start showing your true self, and let's say that half of your audience leaves you. Let's say worst case scenario, people don't like what you're saying. Or they have you on this pedestal of perfection, and you break that, and they leave. Are you okay with that?

My gut instinct immediately was just absolutely. Like, I'm at a point now where I could lose half or 75% or 80% of my audience if that meant that I'm becoming more vulnerable, and I start bringing in people that are more aligned with me. Or I only keep people that are aligned with me, or I only keep people in my communities that don't have me on this perfect pedestal. Like, that's what I'm craving with my life.

I also simultaneously consider just leaving the coaching industry all together and just starting like a tennis shoe blog. Wouldn't a blog be great where you just compare tennis shoes? Just toe box size, incline drop, colors. I could totally do that, right? But I'm not there. I love coaching.

I'm just going on a fucking rant right now. The truth is I love, love, love coaching. I'm obsessed with coaching, but I think in the last couple years, I've gotten my head in the clouds a little bit with growing my audience and building a brand. I just want to bring it back to home. I want to bring it back closer to my heart.

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The closer that I am to my home, the more grounded I am to my clients, the more that I'm spending time loading my dishwasher and playing with my kids and sitting on a blanket in my yard. The closer I am to vacuuming my house, like those kinds of things, the happier of a person I am. The flightier I am, the more trips that I'm going on, the more stages that I'm speaking on, the less happy that I am.

I don't think there's a lot of people that are willing to say that. I don't think that there's a lot of people that even notice that that's the case. It's just like we live in such a grind culture that it's like do whatever it takes to grow your business. I just don't believe that.

Here's what I do believe. I believe in working your fucking ass off for a business that you want. Like, I worked my ass off for Massage Strong. I built it in a way that allowed me to become just the owner. Right? I love that. I would do it again in a heartbeat. But I don't want to work my ass off to create a business that isn't in line with what I'm actually going for and the ultimate goal for the sake of having a personal brand.

I think it took me getting as sick as I got and then compounding that with a vacation with my girlfriends to just really open my eyes. On top of that, I was already feeling this way before it even happened. So it was just like the perfect alignment of all the things. So that is the end of my rant. Please let me know if that hit home with you.

Whenever you get on a microphone and you're that vulnerable to say hey, here's all of my weaknesses. It can be very extra silent when no one responds. So if you are feeling this, hit me up. Let me know. I want to hear. I want to hear what your perspective is like. What's it like to hear someone in the multiple million dollar category say that they have days like this?

I was talking to my 30 More mastermind crew, and I was telling them about a failed experiment that I just had where I was launching something and nobody bought. They were just flabbergasted. A lot of them were like wow, I had no idea that once you got to your place that you could even have a

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failed launch. I thought everything you put out people just bought. I was like well, that's interesting, right?

But also they were so happy that I was willing to share that with them. Where they said this, and I agree. A lot of coaches wouldn't be willing to share that because coaching is a weird industry. You don't get it until you get it. You don't see it until you're in the position where a lot of times it's hard to let your clients know that you have failed something when you're the teacher. So when I told them that, I think it just sparked one of the best conversations we've ever had in 30 More. So that is that.

Okay, next announcement and then we're getting to the good juiciness. I have a whole podcast lined up for you guys on five ways to acquire a new client by the end of this week without using social media. This is in line with just how I'm feeling, right? Back to the basics. Let's get rid of social media for a second from our brains and go back to the basics.

But before we do, if you are listening to this in real time, we started Interviewing and Hiring 101, our brand new course, we started it two days ago. So if you're listening to this on Wednesday, we started this on Monday. It is not too late to get in. If you get in right now, you can just binge watch everything from Monday and Tuesday. We are going all the way to Friday. On Friday, we have our live Q&A.

So if you are interviewing or hiring or you plan to in the next six months, this is a no brainer course. Go over to my Instagram @1beccapike. You can find it in my link tree. You can sign up it is not too late. This course is going to save you tens of thousands of dollars that is so easy to bleed out of your company whenever you are hiring without proper form. If that's what you want to call it. @1beccapike on my Instagram, and grab that link from my link tree. You can also find it on my website. Or you can just simply email us contact@hellyescoachingonline.com, and we will get that to you.

Okay, let's go back to the basics for a minute. With all of the business coaching I do, I would say 90% of the questions I get are just how do I get more clients? More clients, more clients, more clients. For some of you

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guys, a client might mean \$3,000 to \$5,000 a month. For some of you, you might have a brick and mortar. So you aren't just looking for one client, you're looking for 20 clients at a time. You want 20, 30, 40 more clients per month because each person takes 15 to 20 minutes to see. Their average ticket price might be something closer to \$50 or \$60. Right?

So across all industries, it's always the same. How do I get more clients? I'm going to be completely honest with you. I've always felt this way, even at the height of my social media use. I always felt that business owners relied too much on social media.

Like I see people, and I can get into this headspace as well where I see people just behind their screens all day. They're using social media. They're making the reels, and they're doing the TikToks, and they're on LinkedIn, and they're on Facebook. They're just like hitting their head against the wall because they are not getting the clientele that they want.

I so strongly encourage you to only use social media as it is. It's a tool. It's not everything. Most of my clients come from non-social media. My first year as a coach, everyone came from non-social media. I wasn't even posting on social media my first year. It was all word of mouth. It was all in the things that I'm getting ready to tell you. Same with Massage Strong. We didn't have a following on social media. It just wasn't like that.

So this is just a massive reminder that social media is simply a tool. A lot of people are overusing it. Then they're losing confidence because they're not getting as many clients as they want when in reality, they're only speaking to the 15 or 20 people that their algorithms are showing them to. They have this misconception that they are making these posts and it is seen by the world. It's just not the case.

There are so many people that don't know you exist that want your service right now, but they haven't found you. They're not on your social media, or they're not seeing your social media because of algorithms. So this is why this work is so important. We're going to strip back. We're gonna go back to

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the basics. We're going to talk about what you can actually do outside of social media to gain a brand new client by the end of this week.

So idea number one, text your current clients right now, whether you have two or 2,000. Text your current clients and offer them a cash bonus for referrals. Guys, I do this all the time. People love cash. They do. They love cash. So it can simply be like hey, I have an open spot. I'm looking for one more client, or I'm looking for 10 more clients this month or whatever. If you know someone, please send them over to me. I'm giving out a \$500 cash bonus for anyone that you refer to me that signs on.

Okay, if you don't want to use cash, it can be \$100 gift card to a restaurant in the area. It can be a \$20 gift card to Starbucks. It could be I'm sending a new house plant to your house when you send this to me. If you know your clients, you know what they are going to want. I always use cash because it's just the easiest. You'll always get a little pushback. People will be like well, I'm not doing it for the cash, but I do happen to know someone that is looking for your service.

Either way, it doesn't matter. I always try to make people feel more comfortable by saying hey, money is energy, and I want to send it to you. Don't be weird about it. I want to send this to you when you send me a referral because I don't want my energy pores to be clogged up. So please accept this money as the energy that it is.

But guys, I used to do this often. I don't know how many people have come into my world, in the coaching world, because their friends told them all about me. Then their friend got the kickback. They got a \$500 kickback for one of my coaching clients.

At Massage Strong, we do the same thing. We have a referral program at Massage Strong where if you refer someone in and they name drop you, you get \$25 onto your massage wallet. It's never ending. If three people drop your name and say that you referred them, you get \$75 right then. People love it. What it creates is this army of people out there talking about your service, right?

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So you can imagine the snowball effect when I had 10 massage clients, and all 10 of them were telling other people so that they could fill up their wallet. They weren't lying because they did love the massage that they were receiving. Those 10 people were telling 10 other people. That's 100 people, right? But now we have thousands of clients that are all telling 10 people. So the word of mouth at Massage Strong is just insane. We're still putting money in their wallet as a referral bonus to incentivize referrals.

So text your current clients, offer them a cash bonus for referrals. Do it in whatever way and whatever voice feels good for you. For me, it's just like hey, I'm looking for a new client. I have space. If you know someone that needs X, Y, and Z, send them my way. If I do end up getting hired by one of your referrals, I am Venmoing you \$500. That's it. That's as simple as it gets.

All right, number two, text all your old inquiries. Ask them how they're doing, how you can assist them. Guys, when I first started coaching, this was like a goldmine. I would have inquiries come in. They call, they want one on one coaching, I would do a consult with them, and eventually they would say no, right?

I would keep a list of all the no's. I would keep a list. I would write down exactly what they were looking for. I would write something about them. Like their son just had his fifth birthday party, their dog got hit by a van yesterday, I don't know. I would write all the notes down. I would hold on to him.

Then when I got a wild hair in my ass every now and then, I would go back through that list and I would text them. Hey, Jason. Just saying hey. We talked three months ago. How's your business doing? Did you hire the employee you were looking for? How's your dog doing after its vet incident? Talk to you soon. Would you believe it, people loved it. People love that you've remembered them. People love that I was checking back in with them. They loved that I remembered their exact problem.

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A lot of times those people would turn into clients. They would say something along the lines of hey, oh my gosh. Long time no see. I actually haven't done any of the things that I wanted to do three months ago. I've just been spinning in circles. Would you be willing to take me as a client still? So that worked wonders.

Number three. Now, before I say this, I'm going to warn you. Your brain is going to tell you that this is not for you, and it's not for your industry. It's lying. No matter what industry you are in, this is for you. Your brain is going to tell you it's not for you because it's scary. Your brain wants to keep you safe.

But number three is walk into local businesses that shoulder your industry and offer partnerships. So when I was starting Massage Strong, I walked into chiropractic offices, physical therapy offices, pain management centers, and I introduced myself.

Hello, I'm Becca pike. I own Massage Strong. We are new to Lexington. I work only with kinesiology based like pain relief. This is deep tissue massage. This is muscle realignment, soft tissue therapy. This is what we are doing. This is what we're about. I'm looking for a chiropractor in your area to refer to, and I'm looking for a partnership. Would you be interested in referring people to me, and I refer people to you? That's it.

I have clients who have hit the fucking jackpot by doing this. One in particular sticks out to me. She owns a pet grooming business, and she does pet pedicures. So all she does is the nail clippings of dogs, cats, rabbits, and other small pets. She already had a pretty good demand anyway, but she was debilitated by social anxiety when it came to marketing. So asking her to go into that office and introduce herself was like nails on a chalkboard for her. She had a really hard time doing it.

I finally convinced her to do it, despite her entire body shakes walking in there and introducing herself, but she knew deep down that vet offices didn't like clipping dog's nails. Like it was just an understood thing in her world that vets are there. They want to see the sick dogs. They want to get

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through the stuff. They don't necessarily want to do the grooming. It's very cheap. It's not worth their time.

So she walks in, and she introduced herself to the very first vet clinic. She ended up getting a partnership with them. They funnel a shit ton of dogs to her every month to get their nails clipped because they don't want to do it. So it works for them because they don't have to do it. It works for her because she gets paid to do it. She has since introduced herself to five or six vet clinics in the area and has more demand than she knows what to do with because she was willing to do the scary thing, walk into the shouldering industry, and ask for a partnership.

Now, will you get people that say no? Of course you will. Will you get people that are like hey, stop soliciting? Sure. But I found that most of the places that I went in felt like it was such a strong relief for me to walk in and take something off of their back. Hey, you're doing great as a chiropractor, but it looks like you don't have a massage therapist. Why don't I give you my number? This is what I do. We can refer back and forth. I can refer people to you just the same.

All right, number four. Imagine how many clients you could get if you contacted all of your past clients that no longer work with you, and you give them a 72 hour bonus to rejoin. Now, some of you guys, I know that I work with a lot of doctors and people in the medical field, and you're not allowed to give cash bonuses.

So I want you to just stretch your brain a little bit here. There are so many bonuses and incentivization and products that you can like add on to packages that are still as incentivizing as cash. But if you are not one of those industries, you can use cash bonuses. This is a great way to do it.

So imagine all your past clients that have worked with you that were happy with you, that liked the work that you did, that you guys left off on a great term. Contacting them and saying hey, how are you doing? How's your back pain? How's your business? How are your dog's toenails? Whatever

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industry you're in, this works because so many people have the same recurring problems.

Saying to them hey, I'm going to give you 72 hours. If you want to come back on, I'm going to bring your first session at 50%. Then from there, your job is just to keep them retained so that it makes sense. So that the 50% ends up turning into thousands of dollars over time because you brought an old client back, and you retained them.

All right and number five. This is the one that my brain wants to fight the most. Go to a networking event and actually talk to the people. Go to the networking event that you don't want to go to, and actually talk to them. Don't stick with that one person hoping that people like come up to you and chat with you. You're just like partnered up hip to hip with one person not really socializing. Go in there like you own the place, talk to as many people as you can, tell them exactly what you do.

If you want to offer your bonus incentivization, this is a great place to do it. Hey, I offer \$500 bonus. I just Venmo it to you if you bring me a client. Like this is a great way to do that. So go to the networking event, talk to the people, tell them what you do with your mouth, not sitting behind a computer screen, not in a place that you can edit everything that you say before you hit send, but actual human to human connection. Talk to them, tell them what you do, offer them an incentive, spread the word about who you are, how you help people, what your prices are, and just start elbowing your way into the community.

Guys, these are some of the most back to the basic tips that I can give. What I notice, we do this in sprint week inside of Three More, which is something that we do every quarter. It's a challenge that we host where we sprint for seven days doing front loaded work. I try to remind people to get off of social media and go to the networking events and go do the things that feel scarier because you're not hiding behind a screen.

That's what my businesses have been built on. For most of you business owners, it's a massive chunk of the puzzle that is missing. I hope you guys

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enjoyed this episode number 95. I can't wait to talk to you guys next week. I will see you 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.

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