

Ep #107: Scaling Is The Answer



Full Episode Transcript

With Your Host

Becca Pike

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Hey guys. Welcome to episode 107. 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 friends. Can I just say hi? I love you all. I see you guys. It is like the end of school right now, beginning of summer time. My life is absolutely insane. How's yours? How are you doing? Are you surviving, and how's everything going?

We have four kids, right? You guys know this. But May and June are, they have a special fucking place in hell. Okay, that's what I'm gonna say. Just this week, okay, just this week. It is Monday right now, and just this week, I am supposed to be bringing cupcakes to Solo's classroom, going to Solo's award ceremony, Camden's award ceremony, Cedar's preschool graduation, London's eighth grade graduation, London's eighth grade formal dance. Gotta get her ready, get her all set up, do the whole picture thing.

We're having a last day of school pizza party at my house, which was supposed to be each kid inviting over one friends, but I have no boundaries with their cute little faces. So they're all bringing like four kids each. On top of that, we have three soccer practices, three soccer games, two basketball practices, two swim lessons. We are jumping through hoops of fucking fire trying to acquire a company.

I'm launching a mastermind right now. We are planning the entire live event, and still putting a healthy ass dinner on the table every single night for six people. Lunch boxes filled with organic fucking privileged ass lunches, and trying to make sure that my kids feel seen, and that my husband feels touched, and I am about to start my period. Somebody fuck with me.

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But I'm preaching to the choir. You already know. 99% of my listeners are parents. Half of you guys are probably like wow, Becca, your week sounds easy compared to mine. So listen, if you're out there stressing, I just want you to know you're not alone. We are all doing the end of school dance. The start of summer dance. I hear you I got you. Some of us have four kids. Some of us have two kids. Some of us have seven kids. Some of us are Catholic. It's just fucking who knows what going on in your all's house. 11 kids, 12 kids.

So it doesn't matter how many kids you have, I just want you to know that your stress is valid. I think that there's just too much pressure when it comes to all the things that we are supposed to be doing as parents now involved in our kid's school. So if there's any time in which you want to have a big case of the fuck-its, I think go you. If you decide you don't want to go to an award ceremony, guess what? Your kid is going to be okay. They are.

If you decide not to show up for certain soccer practices, certain soccer games, if you decide that you just have the case of the fuck-its, I say good on you. Have some boundaries. I am right there with you. I have been cleaning out exactly what is expected of me. All of the like end of school year wear an orange hat day and pajama day and send your kids to.

How about no? How about we don't do that? Maybe we're not bad moms and dads whenever we forget that today is supposed to be like, I don't know, send in fundraiser money day. Maybe we're great parents because we're fucking tired of the bullshit. We are tired of doing all of the things that are asked of us. We have decided what's important and what's not important.

So just huge permission to do whatever the hell you want. Love your kids, give them opportunities, make sure that they feel heard, make sure that they're fed. You should wash them sometimes. Maybe read to them every now and then. Other than that, you're doing great, mom. You're doing great, dad. Keep it up.

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But with all of this stuff that's going on at our house, it is definitely one of those like come to Jesus moments where I'm like oh thank God. Thank God for past Becca for scaling her businesses. Because there was a time that I was a workaholic.

There was a time that I was working 60 hours a week. There was a time that I didn't trust other people to run my businesses, to help me run my businesses, to do anything. I didn't trust people to answer the phones. I didn't trust people to be in charge of my schedule. I didn't trust anything. There was a time that I was doing everything.

If I were trying to juggle the schedule now in that headspace, I can't imagine what this week alone would look like. I would have to have rescheduled clients. I might still be massaging at Massage Strong. I would have to have rescheduled all of those clients. I would have had to shut down the business. Or if I was still doing all of my one on one coaching in the coaching company, I would have had to reschedule all of those clients.

But right now I'm in a situation where six years ago, I started scaling Massage Strong. I now clock zero hours at that company. Zero hours per week. That means every process is in place. Everything is managed by other people. Everything. The only thing that I do is collect money, and make sure that I am providing the massage therapist with really good pay and make sure that the business continues to run.

Guys, this was not by accident, right? Like I desired to have a company. Eventually, once I got over all my shit. Once I got all over all my trust issues and actually believed that it was possible, then I started actually working towards the target. This was no accident.

I walk into Massage Strong now, and a lot of times, they don't know who I am. I literally get greeted by some of the massage therapists. They're like, "Hello, have you been here before?" Right? That is exactly what I want. Why would they know who I am? I am not in there every day punching numbers and calculating and figuring things out and dealing with the clients and dealing with whatever. I trust my staff to do that.

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It took me a long time to get there. But I'm so fucking thankful that I did because I remember the days that I didn't, and it was so much harder. Guys, it is so much harder to be in the meat and potatoes of your company all day long every day then to scale and to have help and to build the processes out. I can tell you right now one requires effort up front and then no effort after. One requires effort every day for the rest of your life. So you get to choose.

In Massage Strong, I don't work my ass off. I don't work at all. I work zero hours per week. It's pulling in seven figures, right? We're getting ready to acquire a company. We are going to do the same thing to this company. We understand this business model. We are going to set it up and put processes in place so that Mark and I don't have to be there every day. It is going to be providing an income for us, a passive income for us. It is going to be managed very well by a really great staff.

So in the brick and mortar world, we just feel so confident in that ability to scale. In the online world, I work about I would say 10 to 15 hours per week. All that I do there is podcasting. So it requires like writing out bullet points for what I want to talk about with each episode, and then I write content. If you guys aren't on my email list or following me on Instagram @1beccapike then you should be because I post a lot of really free content. Hey, here's how to make your messaging more precise. Hey, here's how to manage your employees better. So I write a lot of content on Instagram and on email.

Then thirdly, I coach. I coach inside my mastermind. I coach one on one with clients. I have people that do Voxer support with me. So I coach there. Then I'm in and out chatting and directing my executive assistant. So those four things, podcasting, writing content, coaching, chatting with my executive assistant, and that equals out to be about 15 hours per week. Those are the things that I do.

So I'm about to own three companies and work 15 hours per week. I can't even imagine. First of all, I wouldn't be able to have three companies if I didn't scale the first one. I would still be in it. I would still be working my butt

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off. I would still be grinding. I would still be like pissed that I'm missing bedtime with my kids and missing everything. Obsessively checking my phone and my email while my kids are playing soccer. Instead of having that trust that it's all taken care of. Right? So I wouldn't even have a second business.

Some of you guys, that's too farfetched. You don't even want a second business or a third business. You just want the business that you're in to feel better. I get that. I really do. So I can't imagine trying to juggle the things that I juggle had I not scaled. If I was still needed all the time at Massage Strong, like in the brick and mortar world, or if I was still coaching 25 clients per week in the online world, I would be in an absolute shit show trying to juggle all of these end of year school things and vacations coming up.

There is literally nothing better than going on your family summer vacation and knowing that everything is squared away, and you are not missing out on money, and you're not missing out on leverage, and you're not missing out on traction while you are laying on the beach. There is nothing better than that.

Guys, this is why scaling means so much to me. This is literally why I have built a mastermind around it because scaling literally means being able to live the life that you want to live with your family. You're not living to work right? You're putting your work in order so that you can live your full life. So that you can lean into your hobbies, so that you can be out hiking when it's a Monday and the sun is shining, and your body is telling you that it would rather do anything than sit at a desk.

So that you can take cupcakes to your kids school and not be worried about what you have to rearrange at work, right. So that you can have your friends over for drinks and dinner on a Tuesday night and not be consumed with how your company is doing and if you need to be there putting out fires. So that you can sit on a beach and drink a pina colada. Watch your kids play in the sand and relax and not have a thought about what the

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clients are doing, what they're saying, what emails are coming through because you just trust, and you know that your team has it.

That is true business owning. True business owning, right. This is ultimately how you end up seeing in the long run people that have six, seven, eight, nine, ten, 45 companies, right. I remember the first time when I heard that Tony Robbins had like, I'm going to butcher this. I don't even know. But he has like, I don't know, 80 companies? 60 companies, 80 companies, something to astronomical.

The only way you can do that is to be the risk taker and the money provider only. The only way to do that is to trust people to scale and to have processes in place. That seems really farfetched to most people. It all starts with learning how to do it with one company. It doesn't have to be because you want to own several companies. It can literally be because you want to go on vacation and turn it off. Because you want to be able to help more people, but you know that you can't help more people when it's just you doing everything.

Or because you want to make more money for your family and for the legacy that you have for your children and your grandchildren. You want to send your kids to college, and you want to send your kids traveling. You want to help them get a car when it's time to get a car so that they can drive their other little siblings all over the fucking planet and help you out.

Whatever it is that you want, that's great. But almost every answer to every problem in business, I believe, is scaling. Scaling, scaling, scaling. I'll never stop talking about it. I want you to think for a second what if this life is actually possible for me? Have you allowed yourself to entertain it? Have you allowed yourself to really consider what it would be like if your business scaled, if you didn't have to work very much, or you got to work as much as you wanted right?

Like if you're someone that's like I don't ever want to give up my, whatever, massage therapy. I don't want to stop massaging ever, but I would like the choice to. I would like to have that option. Some of you guys, you don't

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have the option to stop. There is no option. You would stop making money. The business would go under.

But imagine that if you said I want to only massage two days a week, just two days a week, and I want to make double the money that I'm making now because I'm going to bring other massage therapists in to massage for me, or I want to stop coaching 25 clients a week, and I want to only coach twice a week. You want to have that option. I hear that, and I've been there have been there. I've been there more than you can ever imagine. I get it.

So I want to invite you guys to the Thirty More mastermind. I took a second to line out all of the frequently asked questions that I get about this mastermind so that I can go through them with you right here on the podcast because we are at the very, very, very, very tail end of being able to get you guys into this round. We won't be opening up another round until January of 2024. This is your last opportunity to work with me in this mastermind container in 2023.

So let's go through these questions that I listed out. Then we'll circle back around to scaling at the end. All right, so number one, is this for me if I'm a coach slash is this for me if I am brick and mortar? Okay, I have done something with my mastermind that many people refuse to do. I have been told over and over and over and over again that I need to pick and that I need to niche down, and I need to only talk to coaches, or I need to only talk to online people, or I need to only talk to brick and mortar.

I have refused to do it. I have expertise in both. Right? I have chosen to blend the two despite what I have been told. Guys, I have never been more thankful that I have stood my ground in my life. To be quite frank, I didn't know how good it was going to be. I spent the first couple rounds of Thirty More wondering if I was making a mistake, wondering if I should separate the two. Wondering if I should stop working with brick and mortar and only work with online, or if I should stop working with online and only work with brick and mortar.

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The evidence that came out was that people were so happy to be in the same room with the other industries because what has happened is all of this conversation around holy crap. I didn't realize how much of an echo chamber I was in when I was in all of my other masterminds that were only my industry.

Like I've had a photographer come in that's been a part of photography masterminds, and she has said, "I didn't realize that I had been stuck in such a bubble of photographers." Photographers think the same way. They kind of have done the same things. They all have followed some of their favorite photographers. They see how they're doing it. That's about as far as their brain can expand, right?

But when that photographer came into this business mastermind, and she started working with a mastermind member who was a massage therapist. That massage therapist said, "Hey, actually, we do this for gift card season. This is how we promote it. This is what works for us." Then the photographer was like, "Holy shit, I've never even thought of that."

Or the coach comes in and talks about how they are launching something. Then the photographer says I have never thought of it that way. Right? Or the coach comes in and says that they want to launch it a certain way. The photographer says, "Hey, this is the way we do it in the photography world." Then the coach who has been in this echo chamber of just coaches for so long, has been following just coaches, has now expanded her brain so much by saying I had never thought of it that way either.

I am going to be completely honest. At first, I really thought I needed to niche because everyone was telling me to. But more and more evidence came out that the members of Thirty More were so fucking pumped to be in a room with other industries and learning from each other and just expanding these new ideas, ideas that they had never heard of, but ideas that were owed to other industries.

This is one of those things that people in Thirty More talk about. I am so proud that I stuck my guns out because now I will never change it. This will

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always be brick and mortar online. We have separated the tracks a little bit. So sometimes we meet as a group, sometimes, based on the calendar, we go off into tracks, and I just meet with brick and mortar at one time and online at another time on the same day.

This has been the most cohesive group of several different industries. It has been such a drastic advantage that I wasn't expecting. So to answer the original question, yes, this is for you if you are an online coach, or an online service based business owner. Yes, this is for you if you are brick and mortar. Both of the industries I have excelled massively in, and they are a lot more alike than you might think. We can pull from both of them to bring together a whole new fresh way of thinking of your industry.

Secondly, I have people ask me, and I wasn't expecting this, but I actually get this a lot. Every time I get it, I always ask myself what am I saying in my messaging that is causing this question to be asked so much? So I have people that ask me how do I know if I'm ready? Like I don't feel like my business is big enough for Thirty More.

Let me be really clear. The minimum requirement is that you have made \$50,000 in the last 12 months to apply. If you have made \$50,000 in the last 12 months, your business is big enough. That is the qualifier. We already thought it out for you. You don't have to think any further. We have figured it out for you. So in the last 12 months, if you have made \$50,000 or more than come on in. Come on and apply.

We have people that are coming in that have just barely scraped by. They're literally like I made \$50,000 to the dollar, and I've been waiting to apply. Yes, you can apply. We also have people that are in the \$200,000 to \$300,000 range, and they are trying to scale to a million. We have millionaires that apply that are trying to scale past one million. Okay.

But what you have to understand is that scaling is all the same no matter where you are. If you're starting out at the \$50,000 mark, that's great. You're getting a head start. If you're at the \$200,000 mark, and you want to scale for the first time, that's great too because now you have a larger

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group of people to pull from. Both of which you are going to scale, it's going to follow the same rules. So no matter where you are in your revenue, you're not too big or too small as long as you meet that \$50,000 requirement.

But here's ultimately what we are looking for. Okay? So number one, we're looking for people that are a full body yes. Like you know that you want to be a business owner forever. You know that you will go to your grave being a business owner. I'm not saying that you don't have days that you want to gauge your fucking eyes out. I get that. But I am saying that even on those days, you know that you're never going to go back to being an employee.

You know deep in your soul that you are meant to be a business owner. You will always be your own boss. You will always be resourceful enough to figure it out. You are excited about the idea of being an entrepreneur. These are the type of people that I want in my group.

Secondly, that you thrive in communities. If you are someone that feels like you are a leader, a cheerleader, a support system, you do better when you are with groups of people, you love to be around people, this is a great opportunity for you. We are also looking for people that are coachable, and they are vulnerable enough to share with me and the group the bottlenecks that they have in their business. The things that are problematic. It doesn't help at all to be in a mastermind and to be bottled up and to not want to discuss what's going on in your business. That is what we're there for. Right?

So I'm looking for people that are vulnerable enough to say hey, this is the problem. This is what keeps happening. This is what I've tried, and they are willing to let me come in and roll up my sleeves and get excited about problem solving with them, but it requires a certain amount of vulnerability. Guys, this group in particular, this coming round, us going to Tahoe in July. From July to December, this fifth round, can you believe that were five rounds in? Five rounds. Our baby is growing up.

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But this fifth round is going to be abso-fucking-lutely the best round for newbies. Okay. If you are a newbie, and you haven't joined Thirty More ever, but you've been thinking about it, this is the best round for newbies because this is a more intimate round. When we doubled our prices, we expected a lower amount of people to apply. That is what happened. We did that on purpose.

So if you apply, you're gonna probably be in the smallest, most intimate, most one on one attention for me kind of round that we're going to see for a long time until I raise my prices again. Because after this round, it is going to continue to grow. So if you are a newbie, this is a phenomenal time to join this group.

We have newbies coming in. We've got veterans coming in. But I can tell you one thing for certain, which is I've been in the bowels of other masterminds. I have coached other masterminds. I've been a part of other masterminds.

While some of them have been absolutely phenomenal, it is very true that Thirty More has something special. It would be actually quite an understatement to say that Thirty More has something special. It always has. Every round, every person that you talk to, there is something intimate, there is something exciting, there is something just different about this round than any other round. I am just so proud of it.

All right, next question. What trainings are included in Thirty More mastermind? What can I expect in the Thirty More mastermind? Okay, so I noticed that a lot of business owners don't know when they are supposed to be scaling, when they're supposed to be bringing in more clients, when are they supposed to be doing back of house versus front of house. So I have an entire training called Scale to Sell. This is when I show you like on a diagram when you're going to be scaling, when you're going to be selling.

All right, next up, I have a training because I noticed that people want to have a more mature CEO energy in their business. They want to put down that Chihuahua energy, that energy that feels like a newbie. They want to

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step into a new version of themselves. So you're gonna have a training called The Mature CEO.

Next up, I have a training called Simplifying Your Business because I have a lot of people that come in, and they are trying to turn too many knobs at one time. Some of those knobs aren't producing results in their company that they want to see, but they're still turning those knobs because they always have. It just has never occurred to them to stop.

When we stop turning those knobs, we realize that the other knobs get turned harder. So in Simplifying Your Business, we just talked about what you're doing that is creating productive results and what's not. How we can simplify certain things to make other parts of your business explode.

Of course, hiring, managing, training, firing, all of these things come with a huge price tag of a lot of questions. If you know that you're going to be hiring people in the near future, or you're going to be managing people and you've never done that before, or you've only done it on a smaller scale. Like you have one VA, or you've got one receptionist, this is going to be a really great training for you. We go more in depth in the interviewing and hiring training than you could ever imagine. All your questions are going to be answered in that video.

Retention. Retention is super important. That is going to be a training that is given to you inside of the Thirty More mastermind. Guys, the easiest sale to have in your business is from people that already know, like, and trust you. So if you're not focusing on retention, if you're not having your team focus on retention, this is going to be something that makes a huge difference with very minimal work.

If you're interested in doing online events, webinars, and master classes, and you want them to convert high conversions, meaning you want to put out a webinar, and you want it to convert into clients, you're going to want our online events, webinars, and master classes. This is completely included in the Thirty More mastermind.

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The next training that is included. I noticed that people have a lot of questions about the coaching industry. Like should they get into the coaching industry? What kind of offers did I offer in the very beginning like to make my business as successful as it was in the beginning? How to choose what to offer, how to price, how to do consults, how to do objections, like how to actually sell.

They wanted to know the templates that I use for my educational content. How I actually sell results. I talk often about selling results. How I use incentives to buy. So I use incentives when I'm doing webinars and masterclasses. I use incentives in my emails that gets people to buy now and not wait until later. How did I decide what style of coaching I want to do? Right.

So all of this is included in My First 100k: Coaches Edition. This is a \$1,500 program that is included inside of the Thirty More mastermind. Other assets inside of Thirty More include all the past Thirty More coaching calls. You can just listen to those like a podcast. You can listen to me coaching people nonstop. We have literally like hundreds of videos in there for you to gobble up if you want.

We have a monthly peer assigned coaching session for you. So you get tag teamed with a peer in the mastermind for you to spend the month with. You can chat with them. You can talk to them. You can ask for help. You can coach them. You can have them coach you. Again, I wasn't expecting this to be such a huge hit. When I pair these people up, they end up just becoming besties. They learned so much from each other in a way that they probably wouldn't have if they had just been thrown into the mix with everybody and weren't assigned to each other.

I want to also make sure that everyone is tracking up in my mastermind. I want to make sure that everyone is gaining more profitability, and their revenue is going up. So we have a monthly revenue and profitability audit. So I am auditing these numbers to make sure everyone's doing well.

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Sometimes, as coaches, we have students that aren't saying anything. They're not asking for coaching. They're kind of quietly sitting in the back. We don't know if they're doing okay. We don't know if they are following along. Sometimes they are. They're doing awesome. They're just quiet students. That's awesome too, but we want to make sure by looking at those numbers. Numbers don't lie. This is one of the ways that I ensure the quality of the mastermind, and make sure that my students are getting the results that they came for.

Also, whenever you're on the mastermind, you get a chance to be on *The Hell Yes Entrepreneur* podcast. So that's always fun. You can always represent your business and your company on the podcast where we see thousands and thousands and thousands of listeners. We have an exclusive Thirty More Facebook group. So you can get peer coaching. You can ask questions. You can ask coaching whenever it's not your day to get coached.

Last but not least, I wanted people to feel a bond in this room that they don't get anywhere else in Hell Yes Coaching. This is why we do the in-person kickoff. Guys this is so magical. This is a time that we get to sit down in person face to face, eyeballs to eyeballs, skin to skin, kangaroo care.

We get to talk, like humans. We get to have coffees together, dinners together. You're gonna see me drink too much wine because one glass is too much these days. I get to really be present with you before we even start the six months' time together. So that's another asset that we provide, which is the in-person event.

All right, this is a question I get. So I often say double your revenue and cut your work time in half whenever I'm promoting Thirty More. People ask me hey, how often does that actually happen? So in our very first round 90% of our students doubled their revenue within 12 months. In our second round, 82% did. In our third round, 75% did.

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Also some context here. These numbers are going down in percentage, but please note that the amount of students per round is going up. So statistically, we were expecting these numbers to go down in percentage. More than 80% of all graduating Thirty More students who attended classes for the full six months reported cutting their work time in half within 12 months after joining Thirty More.

So here's the elephant in the room. Are there people who don't double their revenue and cut their work time in half? Yes, of course there are. I think these numbers that I shared though are staggeringly successful, but there's always going to be times I can't help my students with their goals with the 12 months. Okay. Some students come in, and they only show up for the calls for like the first 60 days, and they drop off and we never hear from them again. Right? So like those students affect my percentages.

But also, there are students that come in and they come to the calls, and they don't get the results they want. Okay, this isn't 100% results guarantee. I do everything I possibly can to get them the results that they want, and I can guarantee you that I'm like up at night strategizing for their business trying to get them to where they want to be. So there is that, but it is very rare, very rare. Okay. The percentages speak for themselves. It is very rare that someone comes into my container, does everything I say to do, and still doesn't hit their goals.

So just to wrap this up guys, here are some of my very favorite testimonials from the Thirty More members. Four time returning student Lindsay said, "My only regret is that I didn't do it sooner. I can only imagine where I'd be right now if I had. We have quadrupled our income. I have a full staff, and I am able to attend every soccer game, and now have a goat farm. I had no idea life could be like this."

All right, this next one is a text I received from a husband of a female student that was three times returning to Thirty More. She came, and she did three rounds of it. This was a text I received. "Hey, so I just had a flashback I thought you would enjoy. I took this picture January 11 of this year from the roof of Nobu, Miami at the Thirty More event kickoff." So he

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sends me a picture of a boat. He says, “And I told you, I don't care what my wife says. My goal for this business is that this time next year, we could be down there partying on our new million dollar yacht if we wanted to, and that our goal should be yacht money. I was mostly joking. I thought that potential was there, but I wasn't sure.

“But here we are less than nine months later, and we could custom order one of those bad boys tomorrow if we wanted to and pay it in cash. It wouldn't even hurt us. I mean, I don't know how much gas they take. The gas might get us these days, but isn't that fucking crazy? If you continue to coach for the next ten years, you will make dozens and dozens and dozens of millionaires.”

Mm, I can die happy with notes like that. I'll tell you what. Here's one from just the live events of this last round in Austin. This one girl said, “I had an absolutely incredible time this weekend with all of you badassess. My heart is so full. My brain is so stretched, and I cannot wait for the next six months.” Another girl said, “This weekend was the absolute best. I feel like I'm skipping through my house.”

One of our guys students said, “It felt so weird to say nice meeting you as I was saying goodbye to you guys. Why would you say that to someone who you feel like you've known forever? What a cool experience. Thanks for making me feel so welcome. What an awesome group of people.” Isn't that the best?

This is from another girl. “I just have to say I just love how this group works. Clearly I've been around the wrong people. I'm used to people saying that they want to do things but just dragging their feet and never getting around to it. Not this group. You guys talk the talk. If you guys talk about an idea, I know you're going to hit the ground running with it. It is so inspiring and so encouraging to be in this room.” Another girl says, “This is hands down the most accelerated group I've ever been a part of.”

Guys, I can sit here and read testimonials all day. I've got like 70,000 of them, but I'm not going to do that to you all. Here's the thing, the price of

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this mastermind is \$25,000. Okay, you are going to make significantly more than \$25,000 from what you learn in this group. You're going to learn how to make hundreds and hundreds and hundreds and hundreds and maybe millions of thousands of dollars.

Not only that, but you're going to get your life back. Okay. You are going to make sure that you are not the person that is missing all of your kids soccer games. That you're not the person that becomes a skeleton of a spouse. You're not going to be the person that allows work to eat you up.

You are going to learn how to grow a business so that you can have the most successful lifestyle that you want to have so that you can work out when you want so that you can go on hikes when you want, so that you can have friends over drinking beers at three in the afternoon, putting burgers on the grill when you want. So that you can go on vacations when you want, and you can trust that your business is taken care of.

There is nothing more important than scaling your business so that you can live the life that you want, and so that you can be the spouse that you want to be and the mom and the dad that you want to be. Okay. \$25,000 is literally nothing compared to what I'm going to be teaching you guys in this group.

We are leaving for Tahoe like right now. We have to have everything in order like literally in the next week from the time that this airs. So we are cutting it so close, even by dropping this episode so close to when we are leaving. So please do not hesitate. You're next time to enter this mastermind isn't until January of 24. So you can be so far advanced by then. You can have scaled by then. You can already be six months into the process by then. Do not wait. Reach out to us and reserve your spot. That is it for me today guys. I love you all. I hope you guys are having the best start to your June. I will chat with 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

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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.

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. See you next week here on *The Hell Yes Entrepreneur* podcast.