

## Ep #138: New Year Planning Party



### Full Episode Transcript

With Your Host

**Becca Pike**

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Hello my friends. Happy 2024. I don't know about you guys, but this year feels like my year. You guys, 2023 was hard. It was emotionally hard. It was personally hard. I revamped my business completely. I tore it down from the ground and rebuilt the whole thing, and I only rebuilt it however I wanted, like the way that I wanted. Not the way that I was taught, not the way that someone else wanted me to, not the way that other people were doing it, but just how I wanted it. I'm so thankful that I did, but it was a hard year.

Now, you guys, I hit rock bottom emotionally. I tore my business down in 2023. I had lots of things happen in 2023 that were less than comfortable. 2024 feels like I am emerging realigned. I have more gratitude than I've ever had before. I have more excitement for my business than I've had in a long time. I am just feeling like everything is lining up, and I know viscerally that this is my year.

Do you guys feel this way? Is anyone out there like you just feel like 2024 is it for you? You are like I have done all the things. This year I can tell in my gut that it is time for me to explode. If you feel this way, I am so excited for you. I love that. Do 2024 with me. Continue to come back to these episodes every single Wednesday. Let's do this together. We can ride each other's energy out the whole year. I'm so freaking pumped.

In order to celebrate the beautiful 2024, I am repurposing and gifting to you the masterclass that I just did in December. This is called the New Year's Planning Party. This is a workshop style masterclass. So get out your pen and papers, find somewhere quiet, and get ready to workshop.

I'm going to teach you guys the way that I look at 2024 and the way that I look at each new year from a helicopter view perspective of my business. We are going to plan out the year. So I welcome you to episode number 138. 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

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you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Welcome to the 2024 New Year's Planning Party. Some of you guys are new to my world. Some of you guys are among the thousands of clients that I have coached, and some of you for many, multiple years. I want to thank you for being here. I am so excited to deliver this class today. I know you're going to walk away with some fire in your ass.

If you're a client of mine, I want to thank you for coming. I want to say hello. I freaking love you. If you are new to my world, allow me to do a quick introduction of myself. I am Becca Pike. I'm a wife and a mom of four kiddos, aged 15, 10, eight, and five. Just eight years ago I was broke, like broke, broke. When I say broke, I mean I was a waitress, and I was picking up shifts at the restaurant so that I had access to food kind of broke. There was a moment where I lived in my car. I have been evicted. I have been on food stamps. I have been on WIC.

Eight years ago, I metaphorically picked up myself off the floor and I went to massage school. After I graduated from massage therapy school, I started working for a chiropractor. But I was a workhorse, and I worked 12 hour days. I remember for some reason that time in my life, I just feel like I was always pregnant, just working my life away. I just was trying to make ends meet.

But I loved it. I've always loved working. It wasn't until the day that the chiropractor came to me and he told me that if I wanted to see clients on Sundays when the office was closed, he would allow me to keep 100% of the earnings. I didn't have to give a cut to him like I did on my normal working days.

From that moment a beast was born. Okay. In less than three years from that day, I had 30 massage therapists hired underneath of me. I had two locations and had built one of the biggest, if not the biggest, massage studio in my city. I learned business scrappy. I learned it through books and YouTube and asking everyone I knew what to do and staying up at night

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and brainstorming and making these huge, huge, huge mistakes. By picking myself up and doing it again and by grit and tenacity, I created a business that still runs very well today.

About three years into it, people started asking me where I learned business. Just people in my area, in my city. They would be like, "I own a business too. Can you tell me how you scale to so quickly? What are you doing? Do you have any advice on this problem that I'm having?" I used to give advice as much as possible.

I would let people pick my brain as much as possible, but it became too much to handle. A lot of people were just noticing and asking questions, and I was just giving away too much. I didn't have the right boundaries. At that point, I had never heard of a business coach. I didn't know what that meant nor had the terminology ever entered my ears. I literally thought that I invented the idea of charging for advice. I thought I invented it. I had no clue that this was a whole respectable profession.

But as soon as I found out that this is a profession, that people do this I, to be quite frank, I had clients coming out the might years in the first year just because of what I had created in my community. My coaching company had a six figure first year. We reached a half a million by its third year. Now the sky is the absolute limit for my team. We've continued to scale through the fourth year, and I'm going into the fifth year beginning in March of 2024.

So this year, my husband and I also acquired our first company. We acquired a company, a large hot yoga and Pilates studio here in our town. We plan on having several more businesses and companies in our lifetime. So you guys, I'm just letting you know I ain't playing around. I ain't playing around when it comes to business, okay.

With all of these businesses that we have, we have focused so hard on truly scaling, like the real kind of scaling. The working way less for way more money type of scaling. I have only worked a rough average of about 10 hours per week over the course the last two and a half years.

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Because here's the thing, I don't care about money at all if I hate my life. I do not care about money at all if I hate my life. I only coach business owners who want to grow large companies and have a personal life and be with their kids and be with their spouses and enjoy their friendships and enjoy their personal time.

I only strive for the type of money and wealth that allows me to pick up my kids from school and be home to cook dinner and take naps during the day and work out whenever I want to and hang out with my friends whenever I want to. I want to go on eight to 10 trips a year. So I make sure that if I own a business, it's going to be one that pays me to have a lifestyle that I want.

All of my clients know this. If you're working with me one on one, or you're in my Mastermind or membership, you know the whole end goal here is actual sustainable wealth and to have a badass personal life.

If you haven't been able to tell already, I coach with a lot of fire. I talk very quickly. I tell people exactly how it is. I am learning how to come across as friendly as possible because my natural instinct is to just get straight to the point. Sometimes I'm so straight to the point I can be jarring. I never mean to offend.

I wonder though sometimes, I truly wonder if I have a sprinkle of autism. We have autism in our family. I think there's a little bit of that in there. But this is why it's my superpower. This is why I'm good at what I do. So it's why I keep getting hired. Because if you can handle directness and if you enjoy directness then I am your coach forever.

You're in the right place today in this class if you want 2024 to be your biggest year yet. If you desire your true wealth, not just money, but actual wealth and you desire your time with your friends and family to go along with it. You're not just here to work your brains out and ignore everything else in your personal life.

You're in the right place if you know that it's time to stop fucking around. You've already been going all in. You're already successful, but you want to blow it up this year. If that is you then strap in.

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All right, let's take a moment and let's settle in. I want you guys to move around as much as you need to to get comfortable in your chair. I want you to remove distractions. Whatever is happening outside of this call, it can wait. It can wait an hour. You do not have to answer to anyone. You do not have to check anything. Your only focus is on yourself and your business over the next 60 minutes. Okay.

If you're here then you are meant to be here. Your path led you to this class. So let's focus. Let's relax in, and let's tap into the highest version of ourselves, whatever that means to you. It can simply just mean I'm going to listen to this teaching with the utmost intention. I want you to begin by looking at the broader picture of where your business is right now.

So let's imagine that we are exactly one year out from today. Okay, let's imagine that it is December of 2024. One year into the future, your 2024 year is just shy of completing. All right, let's imagine this. So what do you want to feel like in this moment? Let's look back at the year of 2024. Do you want to feel like you half-assed it this year? Or do you want to feel like you laid it all out on the court, and you left nothing in the tank?

Like you tried all the things. You got up when you got shoved down. You shook off the mistakes. You tried again. You kept your mind right. You stayed focused. You showed up even when you didn't want to, even when your pajama pants and Netflix was calling your name, and you know that you need to get work done. You chose to show up. You completely turned down the idea of half-assing your work and you went full throttle? Do you want to feel that way in December of 2024?

Do you want to triple your audience size? Because you actually follow through with what you said you were going to do? Or do you want to still be telling yourself that you don't know how to grow your audience? Do you want to still be telling yourself that webinars aren't for you or that reels aren't for you or growing an email address list isn't for you? Or do you want that new audience to be paying you? Do you want to be rested or still spread thin, not making the money you want to make, and telling yourself that this is just what business owning is like?

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This is serious stuff. This is your life. This is your business. The more clear that you get though about what you want and how you want to feel one year from today, the more results you're going to create and the more ideas that will come to you during this class. Okay. We have to know what we are shooting for. We have to know where we are going. We have to ask ourselves to put ourselves in uncomfortable positions, to truly see our faults and our disconnects between where we are and where we want to be. So let's do that.

Okay. So I want you to grab a pen and paper. If you already have printed off your PDF, you can use that. Not mandatory. But if you did not know, you have a PDF that has an outline so that you can follow along. You can print that out, and you can work with us all on the same page. But if you just have a pen and paper, that is totally fine too. I want you to go ahead and set a goal for 2024 for gross revenue.

So before you set this goal, I just want to let you know that in my world, we don't set safe, easy goals. I want to see you have a goal that is at least, okay minimum, at least double what you did in 2023. Minimum requirement is doubling your business. You know why? Because I believe in big quantum leaps. I don't believe in playing small. I believe I reach the goals that I reach because of my audacity.

That's something I do not speak lightly of. Audacity is the number one quality in business growth. Audacity is that don't you dare tell me what's possible in my businesses timeline because I'm break records. Audacity is the I do what I want. I hit massive goals. If anyone can do it, I can do it. Right?

The CEOs who have the audacity to be wildly different, wildly creative, wildly audacious, wildly fucking delusional, are the ones that create those realities. Okay. The CEOs that are constantly trying to stay within the boundaries of what is realistic or the ones that they believe it when someone says you can only grow by 30% every year, right? They're constantly butting up against friction because their beliefs don't match their actual desires. They want one thing, but they believe in another.

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So when you make this 2024 goal, I want it to come from your heart. I want you to be half delusional. I want it to be at least double what you did in 2023. Okay, I want you to make it from your heart and not your head. I want you to have a heart like Rudy. Okay, if you know, you know. Go Fighting Irish. All right, so I'm just going to take a second here. I'm going to allow you to write down your 2024 revenue goal.

Now, I want you to take that number, and I want you to write down roughly how many clients your business would need to see for the year to hit that number. Yes, I know that you have different prices, you have different offers, you have different packages. You're like, "Becca, I can't do that. I don't know what they're going to buy."

This is not about being perfect. This is about projecting. This is about brainstorming. This is about getting a rough idea. Okay, a rough estimate as to how many people your business needs to serve in order for you to hit that number. So how many clients would your business need to see in order for you to hit that number that you just set? If I am moving too quickly, you can pause this workshop, but I'm going to move on.

Now I want to ask you how many people does that mean that you would need to see, how many clients would you need to see per quarter, Q1 through Q4. Now I want you to calculate what that means per month. How many clients would you need to see per month to hit the goals, to hit the goal that you set for your gross revenue for 2024?

All right, let's take a moment. And let's look at that number, that per month number, and let's just sit with it for a second. How does it feel? When you look at that number, how many clients you need to see every 30 days, does it feel doable? Does it seem like you could handle that? What is stopping you from seeing that number now? Why didn't you see those numbers in 2023? Is it just that you need more clients? Or is it it's not that you need more clients? Like, yes, you can handle more clients, but it's really more of like a spacing issue or like a scaling issue.



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So let's break these goals down. All right, let's break them down. With every business owner, there are blocks between where you are right now and where you want to be, right? Obviously, this isn't rocket science. But most people don't know how to pinpoint exactly what that is. Instead, they say things like I'm ready to grow, but I just don't know what to do next. Right.

So first, we have to pinpoint your bottleneck, that thing that is stopping the flow of your business. I want you to actually picture a bottleneck. If you pour water out of a large, rimmed glass, it would pour out super quickly, right? There would be nothing to slow it down. But when you pour out of a bottle, there's literal resistance coming out because it has to squeeze through the long cylinder, like a blockage.

So today, we're going to find what it is that is stopping your flow or slowing down your flow. Because listen up, we want that faucet wide the fuck open. We want it wide open. Okay. There are two types of bottlenecks when you are scaling and growing two types. Either your bottleneck is simply acquiring clients. Like there is nothing between you and your goals besides just needing more clients. Or number two, scalability.

There is nothing else. It is acquiring clients or scalability. These are the two mack daddies of all business bottlenecks. Okay, you either don't have enough clients, or you have client demand, but you're not scalable, right? Like you're drowning, and you're stressed out because you have a lack of systems and space and help.

Okay, good thing I am here, you guys. If I had a superhero cape, if I was like a Marvel superhero or something, then it would be the scaling queen. Because y'all this is what I do. Like, I take businesses, and I scale them.

Some people stay up at night like thinking about their dream homes or watching HGTV like or thinking about their kids or like their next romantic fling, and I am up at night dreaming of scaling the fuck out of your company. I don't know why. I can't help it. I'm obsessed with it. I love it. I digress.

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Okay, if your bottleneck is acquiring clients, that means that you have the space, you have the time, you have the software, and maybe even the staff to bring in new clients. Nothing else really needs to happen to the infrastructure of your business in order to hit your 2024 goals besides simply bringing on new clients. That is it.

Or other side of the spectrum is if your bottleneck is scalability then you probably have a more steady flow of clients. Yes, maybe it's not exactly what you want it to be, but you do have clients. But your main bottleneck is not clients. It is you're having an infrastructure issue. This could be that you lack actual physical space, like treatment rooms or square footage in your business. This can be lack of scheduling space because you need to hire more service providers in order to open up space on your schedule.

Or it can be an infrastructure issue. Let's say that you're an online coach, and you need to either change from one to one over two group coaching as your signature offer doesn't mean you have to get rid of one to one altogether. But you do have to scale your offers in some way. If this is an infrastructure issue, then you would fit into this category as well. Okay.

So what is your main bottleneck in this exact moment? Is it client demand, or is it scalability? Regardless of what your answer is, only you know what it is that you're avoiding and not doing in order to open up this bottleneck and let the success gods pour all over you. If you're a student in my membership right now, you definitely already know what your bottleneck is, and you're actively working on it. And I commend you.

Sidebar, I love to teach my students when to focus on scalability and when to focus on client demand. When you know this in your heart and it's stamped on your soul, your business growth becomes a lot easier because you're never questioning what you're supposed to be doing. Or you're not like so spread thin because you're trying to do both at the exact same time. All right.

We're going to do a brain dump that is going to be worth millions of dollars to you over the course of the next year. This is how it's going to happen. I'm

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going to give you a little nudge of ideas for the next 60 seconds. Okay. So for 60 seconds, I'm going to talk. I'm going to give you guys ideas, and then I'm going to give you a full two minutes of silence to brain dump all of your thoughts and your ideas about your bottleneck. In my world, a brain dump is messy. It is fast. It is a stream of consciousness on paper. There is no right or wrong way to do it. You are just putting all your ideas from your brain out onto paper, even if 90% of them are trash, okay?

All right, I'm going to list off some examples. Then I'm going to give you two minutes to write. If your bottleneck is client acquisition, what needs to be done to remove this bottleneck that you are not doing right now? What are you avoiding? What are you telling yourself you don't know how to do or you don't have the tools? Or you're just so new, and it's hard? What bullshit are you telling yourself? What needs to happen?

Do you need to learn social media marketing this year? Do you need to learn how to perform high converting webinars? Do you need a graphic designer, a photographer, a videographer? Is it time that you start your podcast finally? Is it time to start running ads or increase your ad budget? Is it time to fire your ads team because it's not working?

Is it time to say fuck it to all of the worry and concern that you have about why your parents and your siblings and your high school friends don't like it or what they think of you when you're trying to sell all the time on social media? Is it time to put yourself in a room with a coach who lights your ass on fire and keeps you motivated and keeps you focused? But you keep telling yourself that you can't afford it?

So what are you avoiding? Right? Is it email marketing? Do you need to go to networking events or begin hosting your own networking events? What do you need to do? How do you need to move the needle forward in the right direction?

On the other hand, if your bottleneck is scalability do you need to get past your fear of letting go control and trusting someone else enough to hire them? Do you need to funnel money into your Indeed ads so that you can

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hire? Do you need a receptionist but you're still trying to scrape together your schedule in order to save money, but deep down you know that you're wasting money because you're missing calls from new clients and missing appointments because you're trying to wear too many hats at once? Some of you guys are like she is in my brain. You know. You know that's you.

Do you need to have a better interviewing process. Because every time you think about interviewing a service provider, you want to hyperventilate because you've trained yourself to believe that it takes three months to hire a good candidate? Or also do you need a better training process because every time you think about training someone you hyperventilate because you've trained yourself to believe that it takes three months to train a good employee?

Are you not having hard conversations with people on your staff, the ones that need to happen, the conversations that need to happen in order to move your business forward? Are you refusing to hire a manager even though your team desperately needs one because you can no longer be the leader all by yourself? You need another leader with you. So what are you doing? What needs to be done? What are you avoiding? Brain dump and go.

Keep brain dumping. Keep putting it on paper. Don't stop. The best ideas come after you want to stop but you force yourself to keep going. Because the surface level ideas you have every day. It's the deeper level ideas that you're not patient enough to access on the daily, those are the ones that often create the most change. So when we're brain dumping, keep brain dumping for the whole time.

All right, so we just wrote down what we are avoiding. But now with this new information, and these new ideas on where your bottlenecks why and what you're avoiding, what actionable steps need to happen? So I want you to get specific. Start writing while I'm talking. Listen, be actually specific. Instead of saying, I need to market more, I need to market more is so weak. So weak. That is crap.

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Instead of saying I need to market more, say I am going to post on social media five times per week. I'm going to write an email to my audience with a CTA every single Tuesday. I'm going to attend quarterly networking events and join a Mastermind group in order to keep myself focused on the end goal. Do you see that difference? That difference is everything. It is everything.

Instead of saying I need to hire help, which again, super weak, super weak. What is stronger than that? How specific can you get? I need to hire a receptionist who I am going to pay \$15 an hour that works on Mondays, Wednesdays, and Fridays from 9:00 a.m. to 5:00 p.m. She will schedule all of my business appointments and then we'll stuff envelopes at the front desk whenever she is not on the phone. Do you see the difference? The difference is everything. That is the difference between hopefulness and getting shit done.

So I want to ask you as you are writing these out and you're looking at your 2024 revenue, and you've already put yourself in that position where 2024 has happened and you're looking back at it. You're feeling good, you're feeling like you went all in, you're feeling like you are on fire. Like, whatever the year turned out to be, you know that you gave it your all.

You're looking at this goal, and you've broken it down into how many clients you need. Now you know whether or not it is scalability or if it's just client acquisition. You've asked yourself what you're avoiding, and you have written out specific examples of what needs to be done.

I want to ask you how committed you are to this. Right? You identified your bottleneck. You did all of that. Basically, the whole premise of this masterclass, what I want to get across is three things. Number one, what do you want in 2024? Number two, what's stopping you? What are your bottlenecks? Number three, what are you going to do about it? Right now we're going to go into what are you going to do about it.

Now, some of you guys are going to leave here and you're going to think that was a good masterclass. I love that Becca Pike. She sure is cool and

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charming. She sure is lucky. I wish that I was making as much money as she is. Must be nice once you're at that level. Then you'll go on about your life, and these questions I'm asking you here today will be a distant memory. It'll just be another class you took. One of the hundreds of freebies that you take. Don't be that person. How about that? How about you don't you don't be like that? That would be great.

Some of you will leave this class, and you will think about your bottleneck on the daily. You will make micro moves and macro moves to loosen up the bottleneck. You will keep a thick skin while you navigate your growth in 2024. Right? Like, you're not just going to work at it when it feels good, when it's going right, when there's a bunch of cash in the bank, when everyone wants to buy from you.

Anybody can feel good during those times. Anyone can feel great when it's going right. But you're going to have a thick skin when it's not going right because who you are when it's not going right determines what kind of success you're going to have. Most people stop when it stops going right. When all of a sudden it's crickets in your inbox. Nobody's reaching out to you. Your bank account is low. You don't have any other strategies up your sleeve at the moment, and you're lacking motivation. Who are you then? Right.

So some of you are going to leave here, you're going to make micro moves and macro moves, and you're going to keep a thick skin the whole time. You're going to show up as the 2024 version of yourself, even when it's not working. You are going to buy the courses and the trainings on how to do the thing it is that you need in order to remove your bottleneck. You're going to go learn. You're going to invest in yourself, right?

You're going to go out, and you're going to figure out how to perform high converting webinars, or you're going to learn how to sell on social media, or you're going to learn how to do an interview and training and managing of your staff and leading your teams in a way that feels easy and doable and scalable to you.

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Because of this attitude, your 2024 will absolutely explode. You will surprise yourself and everyone around you with how much it scales and how quick it happens. Right? You will be surprised by how much time you get back to yourself because your systems are actually working. You don't have to any longer spend time trying to make a clunky machine run. Right?

You're not reinventing the wheel every time you hire someone or every time you go to do a webinar. You front loaded your work, and you made your shit scalable, right? Now 2024 is truly your best year yet. Holy shit, you're looking back at your year. It's amazing. You realize that you put in all this effort to get where you are, and that not everyone's willing to do that work. Somebody is going to call you lucky, and they're going to say I wish I had a business like that.

You get to choose if you walk away from this class flippantly, or with fire in your belly that you had long forgotten about. When you think of that wealthy as version of yourself that 2024 version of yourself, maybe this is a version of you that's making \$10,000 months, maybe 50,000, maybe 100,000 Maybe for some of you \$600,000 months.

That version that left nothing in the tank, and she played full out in 2024. She did everything she knew how to. What is she telling you needs to happen right now? Is she telling you to use this clarity to make a big ass move that you've been afraid to me? Is she telling you it's time to let someone go on your team?

Did you know that the success of your team lies not in who you hire but who you refuse to fire? It's one of my very favorite quotes. I don't know who said it, Gandhi. I don't know. Barack Obama, I'm not sure. Someone said it. It was amazing.

Who you refuse to fire will create a worse culture than any great employee will ever create when you hire them. But back to the version of you. Is she telling you that it's time to let someone go? Is she telling you it's time to hire new employees or contractors? Is she telling you it's time to start showing up every single day rain or shine on social media or on email and selling

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your services, right? Is she telling you that your goals are totally reachable? Is she telling you to stop scrolling for hours a day on Instagram and start actually creating your own content?

Maybe she's telling you that it's time to trust, whether that is to trust yourself or to trust someone else? Where are you playing in fear? Where did you play in fear in 2023? Where did you hold back? Whatever comes to you first, whatever hits your gut first, that's your answer. Where did you hold back? Where are you not saying the things that you want to say? Where are you not having the hard conversations? Where are you not hiring the help you obviously need and why?

The more vulnerable and the more honest you are with yourself, the more that you're willing to say you know what? Right here, this is where I fucked up. This is where I could have done better. This is where I could have been more fearless. I could have had more courage. When I look back at 2023, this is that little tweak that I could have made. When you get vulnerable with yourself, that is where the magic happens. It's so easy to say well, I did the best I could with what I had. It was fine. To just glaze over anything that could have been done differently.

So where are you playing in fear? Where are you not hiring the help you need? Where are you not investing? Where are you not investing in your ad budget or in your marketing? Where are you not investing in putting back into your business? Where are you not investing in education? In hiring that coach that you know has all of the answers and that lights your soul on fire and motivates the hell out of you, but you're telling yourself it's too expensive? You're telling yourself it's not the right time, or you're not ready, or whatever bullshit that you're telling yourself?

What are you living in that you're absolutely done with? You're done with it. You're like I am fucking done pretending to be small I am done pretending and staying in this range of income. You have a visceral knowing of what needs to be done. My question to you, and my question of the year, is what are you going to do about it? What are you going to do about it?



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That is it for this masterclass. That is all. I want to thank you guys so much for being here. Over the course of the next five minutes, I'm going to tell you about my annual business coaching membership, The Circle. Again, I want to thank you for being here guys. I hope that you fucking kill it in 2024. I really do. If you feel like 2024 is your year, then it is your year. All right.

So for years, I ran two programs, they were called Three More and Thirty More. Three More was a client acquisition program that was \$3,000, and it was all about getting clients through organic marketing. I just shut that program down a few months ago, and I will tell you why.

I also, secondly, had a scaling Mastermind where I kept all of my scaling trainings. You couldn't access these trainings without paying \$25,000. So, and they were attached to my Mastermind. So in order to have access to both of these programs, the total cost was \$28,000. Okay, both of these programs were extremely successful when I shut them down. Extremely. I had hundreds of students in them. I became a millionaire off of these two programs. But I wanted something better.

When you are willing to shut down something that is working in order to do something bigger, you've got courage. I see this in some of my students that are the most successful. That's a sidebar. I won't get into that. But I wanted to do something better. I wanted my students to have absolutely fucking insane results, and I wanted them to be able to access it without having to become a millionaire first and then be able to afford it.

I wanted the coaching community to see what my students were doing, my online students and my brick and mortar students, and I wanted them to be like who the hell is Becca Pike? Why are her students doubling and tripling their income so quickly? Okay.

So I made a drastic has helped change to my offers. Only a few months ago, I completely revamped my business model so that you can get access to all of my trainings in one place now without paying \$28,000. When you join The Circle, you will get access to my entire body of work. This includes

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my full trainings okay. This is like the holy mecca of client acquisition and scaling.

You will learn how to sell your offers on Instagram and use social media as a lead magnet to your clients which includes high converting product ideas for your content. We also have this for Facebook. Its Facebook, Instagram, and email marketing. You will learn how to host high converting webinars, access to an intensive 10 part series on how to find, interview, and hire your best staff members. You will learn how to sell your services with integrity, maturity, and in a way that gets people reaching out to you so that you are not reaching out to them.

You will learn how to simplify your business and remove the headaches that are causing the bottlenecks in the first place. You will learn how to manage and train your staff in a way that has every single person in your company rowing in the same direction so they have heart in your company. So they desire to move your business forward with you, and the culture in your company is desirable.

You will learn how to let go of a staff member in a professional way that does not hurt the culture of your company. You will get access to my First 100k Coaches Edition. This is an eight part bonus video series on every strategy that I use to reach my first 100k in the coaching world. This is just a little treat for you if you're a coach or you plan to become a coach.

I tend to have a lot of brick and mortar people that come in here and then become a coach. It's kind of like the laughing joke in my community is that you're either a coach, or you're a brick and mortar person that is going to become a coach. Not everybody. We have plenty of brick and mortar people that aren't, but it is pretty ironic.

But this series is literally the holy grail of reaching your first probably 200k in coaching. You will learn when to scale versus when to sell and how to know when it's time for each one. Okay, you will learn the video The Mature CEO. This is all about mindset of a CEO and the shifts required to make multiple seven figures.

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My client actually texted me the other night, and she said, “I just finished up The Mature CEO.” She said, “I think I can get all of the results that I want in my business just by watching this video on repeat.” So that is a favorite in my community.

Lastly, you're going to learn about consults and dealing with objections when people want to buy or not buy from you. It's going to give you a place to stand in integrity and to use your energy to draw them towards making quick decisions with your company. This full training guide is binge worthy, it is entertaining, and may I admit it as damn good. My students often messaged me and say things like I doubled my business just by watching your videos and doing nothing else that The Circle offers. So that is something I am extremely proud of.

It's like my baby offer. I've had it for like four months. I'm already so surprised at all of the love that it is getting. So I'm just giddy with it. But those videos are not the only thing that you're going to get when you come into The Circle.

I also wanted you to have a place where you can get real time advice like real true hot seat coaching. So this includes monthly live business coaching and free access to all of my new trainings for the entire year. So I've put out trainings kind of like this one, but they usually are much longer and more potent, more strategy, more workshopy because they are paid courses. They are not freebies. They come out roughly every 30 to 60 days, and they have a different topic that goes along with them.

So I'm always keeping my material new and fresh for my community. Every single one of those is included in The Circle membership. So you never have to think about which one to buy. You get all of it. You're in everything.

The total price for The Circle is \$8,888 for the year, or you can pay 888 per month for one year. This is not a month to month cancel anytime thing. That 888 per month is just simply my team allowing you to break your payments into 12 installments. So only join if you desire to commit to

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business growth for the next 12 months, if you are all in for the next 12 months.

So I can't wait to hear from you guys. You all can contact us. You can contact Gigi at [contact@hellyescoachingonline.com](mailto:contact@hellyescoachingonline.com). You can go to my website [hellyescoachingonline.com](http://hellyescoachingonline.com) You will find our annual membership. You'll find The Circle. You will find details on my Mastermind. You will find details on working with me one on one. You will find my podcast. I love you guys, and I am so excited to work with you in 2024. I can't wait to see what you guys do with your business. Goodbye.

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.

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