

Ep #147: How I Am Taking My Private Client from 350K to Her First Million Dollar Year



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With Your Host

Becca Pike

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Hello my friends, welcome to episode number 147. 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, squad. Okay, a couple of front of house, March calendar things. We are hosting a 90 minute positioning and branding class on March 20. We are going to have a pre-sale for this on March 11. If you guys are interested in how you can position yourself in your marketing, how you can position your branding for your company, and how this is going to affect how many people are drawn to you, you're not going to want to miss this class.

I really consider the way that you can position yourself as an authority, you can position yourself as the girl next door, you can position yourself as a best friend, you can position yourself as an expert. These are all forethought ways of marketing and branding. I'm going to teach you how I have positioned myself as an authority, how I have positioned myself as an expert, and I'm going to show you guys how positioning and how branding makes people want to buy from you.

Maybe you've been this person, maybe you've been on the other side of this. But have you ever gone to someone's Instagram or you've listened to a podcast episode from them, and you've just been like that's my coach? Or that's the person I want to work with. That's the lactation consultant I want to work with. That's the NP I want to work with. That's the paint company I want to hire. Just an immediate draw to them.

If you've ever had this experience, or people have had this experience with you, it's because of your positioning and it's because of their positioning. So this whole masterclass I'm teaching on March 20 is all about this. It's 90

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minutes long. Presale starts on March 11. You guys can follow me over on Instagram @1beccapike to get all of the details for that.

On March 21, The Mini Mind starts. So I'm going to be honest with you guys. I'm recording this a couple of weeks out. So The Mini Mind could already be sold out at this point. But I've only ran a Mini Mind, this is a miniature mastermind, I've only ran a Mini Mind once. It was so fun. It was so successful. It was honestly like one of my very favorite things that I did last year. So it could be sold out by now. I don't know.

But this is a miniature version of a mastermind. It's only six weeks long. The vibe is straight energy, momentum, motivation, excitement. It is like an injection of a mastermind in a quick hit. So whether you've been in a mastermind before or whether you've always wondered what it would be like to be in a mastermind with me, or if this is just something that is speaking to your soul, you definitely want to get a hold of us and see if this Mini Mind is sold out before March 21. That is the date that we are starting.

Last but not least. Last month, in February, I offered a class called The Mature CEO. This class is all about self-leadership, boundaries with your clients, boundaries with your staff members, boundaries with yourself and the way that a mature CEO thinks as opposed to someone who is necessarily putting themselves and their nervous system in front of the betterment of their company. Okay.

I didn't do a public launch for this masterclass, to be quite honest. I chose not to. Then once I held this masterclass live inside of The Circle, I got so much feedback. So many people saying I had no idea that I needed this class so much. I had no idea how much of a mental shift I was going to have.

We ended up having so much positive feedback about it that now, in hindsight, I'm going back and I'm kind of adding it to the emails. Hey, if you want to purchase this class, or here on the podcast hey, if you want to

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purchase this class, the replays are available, and they are ready for you right now.

So if you are feeling pulled to uplevel yourself and the way that you think about your company, the way that you think about money, the way that you think about the respect of your business and of your wallet and how you are functioning as a CEO, The Mature CEO is definitely for you. All right, let's get to it.

I am coming to you today because yesterday I had a one on one call with one of my private clients. This was my second call out of her package, and man we are getting shit done. We are getting stuff done. I don't know about you, but I contend to normalize how good my work is. I'm not saying that to sound conceited, but like sometimes I am coaching people and like straight up Jesus is speaking through me. I don't even know what's happening. The Great Divine is coming through, and we are building their business so well and so efficiently.

I had one of those calls yesterday, and I was like you know I am doing a disservice to my audience by not providing them with what I'm doing in here. How this is actually be working. How is it that we are building million dollar companies left and right? How can we break this down and explain it to my audience so that they can see what I'm doing behind the scenes? So that's exactly what I'm doing today. All right.

So, here is what I'm doing with my private client who is a business coach, and she is making about \$350,000 a year. So nothing to scoff at. She's doing well. But we are setting her up to inevitably have her first million dollar year. There's just no doubt in my mind that she is going to hit the million dollar. The path is already cleared. We already have it laid out. It's going to work.

So I wrote out seven points here for you guys to glean from, from our conversation. So she's making 350. She feels like she's kind of stuck at this 350. So the first thing, it's important for me as her coach to know whether

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or not she's in a selling season or a scaling season, okay. I knew immediately that she was in a selling season of her business because her back end was clean. Her back end, like her staff, was trained. They were ready for more clients. Her software is up to date. They have space and capacity to take on more clients.

Now, if you're in a scaling season, a lot of times it's that you have clients coming in, but you need to clean up shop a little bit. You need to make sure that your staff and that your company can hold more clients. You are scaling out, right? You are bringing on staff members or you are turning your one on one into group or into courses or whatever.

She's not in that season. She's in a straight selling season. Her staff, her company is ready to take on more. She simply just wants to turn the dial up on the volume of people and cash coming in. Okay.

So first problem I saw, she only has one offer that she is offering her clients, which, first of all, is pretty impressive that she has gotten to \$350,000 a year with only one offer. This is a mid-level offer. Okay, this is like \$9,000 for six months, which I would consider mid-level. I think of lower level as anything from \$100 to \$1,000. A lot of times these are masterclasses or you can buy PDFs or launch plans or whatever for 100 to like \$1,000.

I think of mid-level being somewhere between like three and 10, three and \$12,000. A lot of times these are memberships, and this is just in the coaching world, guys by the way. I don't feel that these prices are congruent inside the brick and mortar world. But three to 10, \$12,000, that's what I would consider a mid-level offer. These are usually like memberships or portals that you have access to.

Then there's usually like a higher ticket, close proximity offer. This is your masterminds, your one on one. This is where your clients are getting a lot of you. They are getting a lot of your coaching. They are in a more close proximity container. Okay.

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So she only had one offer, which again, super impressive that she got to \$350,000 with only a \$9,000 offer. Although it was selling well and her clients were already getting awesome results, she had nowhere for her students to go after the container ended for them. Basically, they were allowed to become an alumni, which was like a few hundred dollars a month to stay inside of her little world, her circle.

But even her highest earning clients, these clients that are making like \$500,000 or more, they didn't have anywhere to grow into. So we started talking about making her a luxury offer. She decided she wanted to go with a mastermind, like a six month mastermind, that is just for her higher earning clients, her \$500,000 per year or more clients. So this offer is going to be about \$25,000 per ticket. It's going to have far more access. It's going to have far more accountability and luxury amenities than her original \$9,000 mid-ticket offer.

So this is going to be a no brainer offer for her clients that are making more money. We even calculated that half of her alumni would qualify for this mastermind, which is perfectly positioned for her offer suite. You don't want to create a high end offer that only \$500,000 plus earners can go into if you only have one \$500,000 plus earner. You get what I'm saying? So she has over half of her alumni that are able to qualify for this higher level offer.

So first thing we did, we created a higher level offer. This is going to be a seamless transition for a lot of her clients that came into her \$9,000 offer, had a phenomenal success story, and then just kind of fizzled away. Right.

Secondly, because she has this \$9,000 offer, she has a minimum requirement in order to come into the \$9,000 offer. So her clients have to be making about \$10,000 a month before they can come into her \$9,000 offer. So what she told me is that she does have people that call her. They want to work with her, but they don't qualify yet. So basically, she's turning them away. They can't work with her.

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I said listen, I love this boundary. I think that you should definitely have a boundary where if you don't make \$10,000 then you can't come into this offer. But the question now is how do we get them ready to come into this \$9,000 offer? How do we get them prepped? Because if you're not going to mentor them to be making \$10,000 a month in order to qualify, somebody else is going to be mentoring them to make \$10,000 a month to qualify.

So what we did is we added a lower level offer that is positioned perfectly to prepare them to come into her mid-level offer. Are you seeing how we are creating this slippery funnel that people can just slide right through? So they come in as beginners at the lower level offer, they grow their way into her mid-level offer, and then they transition all the way past the mid-level offer into the higher level offer as they continue to gain momentum and gain revenue.

So you want your clients to have a place at the table at every level. Right? I was telling her. I was like this is a lot like Alex Hormozi. If you guys follow Alex Hormozi, he has endless amounts of free knowledge. He's got free books. He's got free YouTube channels where he's giving so much advice. Anytime someone asks him why are you giving all of this away for free, he only allows people to hire him that are making 3 million plus a year.

So his philosophy is why not give away free stuff to people that aren't making \$3 million plus per year so that I can get them prepared to work with me? How can I get them to the \$3 million so that I have a bigger pool of clients who can work with me? Does this make sense?

So she wants her specific client to be making \$10,000 a month. Well, it is her responsibility also to get them to \$10,000 per month, or somebody else is going to, and that person is going to build rapport with a different mentor and stay with that mentor and move forward. Or basically just call, realize that they can't work with her, and drop off, which is exactly what's been happening.

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Lastly, and this is kind of a side note, but she said that she has always wanted to provide live events with her mastermind. She has simply just allowed fear to keep her from seeing this out. We spent an entire hour breaking down her fears, her expectations and standards, her perfectionist tendencies.

We planned out a way for her to find the beauty in putting together a like dip your toes small event together this spring that feels good to her nervous system. Over time, as she begins to feel more confident about putting on live events, she's going to find that events create massive momentum, massive connection for her audience.

Not only like a cool place for her community to gather, but when you guys put on a live event, if you leverage it correctly, your social media can absolutely explode. Because your marketing and your opportunities and the amount of people that are tagging you and the amount of like, your views will just drastically increase. So I often teach my clients to leverage all of these eyeballs on your account and launch something from that place. Right?

So last time I was in Miami, you guys saw that while I was in Miami, we ran a double your money sale. We chose to do that last minute because we were seeing how many people were actually on my account while I was in Miami, while I was posting, while everybody else was tagging me. It was drawing eyeballs to me. So we launched something out of that.

So this is something that she's going to notice. It's going to be a huge, huge opportunity for her to make more money as she begins doing these live events. You guys if you are thinking about doing a live event, or if you already are doing live events and you're stressed out, I just give you full permission to relax into them way more than what you might be currently doing.

So I gave her this example. You know my husband and I, we love to host people at our house, and we do it a lot. The only reason that we can host

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the amount of people that we host and the amount of times that we do it per year is because we take the approach of just allowing them to come into our life as is and kind of seeing our house as is and not really putting on our hostess hat like to the tee.

Just allowing people to come in hey, grab a water, grab a soda, grab a glass of wine, come sit on the patio with us. Just hang out, relax. We're not putting on these extravagant things. We're not like hiring a chef and cooking our faces off and cleaning our house to the tee. If we did that, it wouldn't be sustainable to do more than once a year. I wouldn't do that more than once a year.

But because it's more like hey, just come sit at our firepit and chill out with us and relax. Yes, our house isn't perfect, but this is just we're just inviting you into our home. This relaxed way of approaching hosting people has allowed us to have more and to enjoy it more, to be quite frank. Because I don't know about you, but I've hosted in a way where I wasn't enjoying it.

I was making sure the house stay clean. I was making sure everybody's jackets were put away. I was trying to host. I was trying to make cocktails for everybody. I was trying to like, present food to everybody. It was a fucking nightmare. It's not me. It's not how I want to do it. That's not how I do live events either.

My live events, you guys, if you come to my live events, a lot of times I'm just in Converse. Sometimes we're at the conference table, sometimes we're out in the sand. Sometimes we're at the tiki bar. Sometimes we're laying by the pool, and I'm coaching you. It's basically whatever I feel like I need in order to hold the energy and the space and the capacity of having 15 people in front of me needing my help.

So if I'm not going to function well by being a perfectionist and making sure that the food is perfect, and that my outfit is perfect, and that everything is perfect, then I'm not going to be able to provide the quality of coaching that

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I need to provide. So I take a much more relaxed approach. I really invite you to do the same.

Lastly, this is more of a marketing strategy. But what we did is we chose to position the content of her next podcast episodes to line up perfectly with how she is going to launch and talk about her new products, her new high end product, her new low end product, the live event, the mastermind, all of it.

So we basically said hey, you are launching this in eight weeks. Let's look at the next eight episodes because she puts out a weekly podcast. Let's look at the next eight weeks, the next eight episodes, and let's talk about how we can position this live event and this mastermind as a no-brainer.

How can we make your content where you are solving problems that have to do with masterminds, that you're solving problems that the live event is the answer to? Where having a community of high earning mastermind sisters is the answer to this problem. Let's create content that positions your new services as the answer.

I told her, I said by doing this, we are positioning what feels like a calm alignment to your audience. So her audience won't know why necessarily, unless their marketing specialists, but they won't know why it feels so good. It feels just right. That this offer came at just the right time, or for some reason, it just feels so aligned. It feels so perfect, right? Like that's exactly what you want your audience to feel.

But that doesn't come from happenstance. I guess it can come from happenstance. But the better you get at marketing, the more that you are going to be able to create calm alignment on purpose. So here's what I want you to take away from this episode.

Number one, know whether you are in a selling cycle or a scaling cycle. Okay, there's no reason to be focusing on your back end work when you have no clients bringing in money to keep the doors open, or you don't have enough clients coming in to keep the doors open. But you also don't

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want to be focusing on your front end if your back end can't handle the volume, right? Scaling and selling go in cycles. You must always know where you're at from a helicopter view.

In the beginning, I think that it's kind of like very black and white. You're going to spend two months scaling, you're going to spend two months selling, you're going to spend two months scaling. I think as you gain wisdom in business, this is something that you can go back and forth on very quickly and very easily and very seamlessly with less like black and white hard cut offs. So number one know if you're in a selling or scaling cycle.

Number two, you want your audience to have somewhere to start with you. So for me, these are my lower level masterclasses. This is The Mature CEO. This is the inbox where I teach you how to email, the webinar course. These are all ala carte classes that you can buy from me at any time. These range anywhere from 200 to \$900, depending on which class it is. So these are your lower level master classes. This is where people get to dip their toes into your world and decide if they want to go further with you.

Number three, you want your audience to have something they can grow into. So no matter where they're at, you want them to have something that they can go to next. Okay, if they start at lower level, have a mid-ticket offer. For me, the mid-ticket offer is my Circle, right?

Then you have a higher ticket offer where they can get more access, more love, and more amenities from you. This is my mastermind, right? Some people just start straight with the mastermind. They skip all of the phases, and they go straight to the mastermind. That's totally fine.

That's also what I did with my two coaches that I've ever had. I've skipped everything and went straight to the top tier. But if you're somebody that likes to kind of dip your toes and little by little then you're going to understand why other people would want to do this with you. Okay.

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Number four, don't let your nervousness get in the way of your company's betterment, right? So her company is going to profit really well from her live events, the live events that she was too nervous to do for so long. It's going to pay for her staff's payroll for months. It's going to put her company in the green in a lot of ways.

She put this off for months, right, because she was scared of it, which is understandable, and I've been there. But be sure that you are removing yourself and your nerves from decisions that can cost your company or decisions that can have an overall betterment effect on your company. I want you to look at it more like a black and white decision.

If this is something that is going to better my company, then I'm going to pull the trigger regardless of how I feel because this company isn't about me. It's not about my nerves. I have to get myself removed and out of the way and allow the company to grow regardless of how I feel.

This is a lot of what The Mature CEO is about, the masterclass that I was telling you guys about from February. So if this is speaking to you, I highly suggest jumping in and getting The Mature CEO. It's \$333. You can get it over at my Instagram @1beccapike or you can come to the website and message us or email us.

So all of this to be said, I mean, we had a lot of stuff to work on, and she is one of the best clients on the freaking planet. She is like a dream client because as soon as I tell her something she is like on it. She is understanding it. She is wrapping her head around it. Did I mention we've only had two calls together?

This is what we do in my world. Okay. We make a lot of decisions in a really short amount of time. We move fast, and we make things happen in my world, you guys. The fact that she and I have another five and a half months together is mind blowing. I can't imagine how far she's going to get, but this is how I make a lot of y'all millionaires.

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Okay, this is how we do it. We make a lot of decisions very quickly and we stick to them. As Michael Jordan famously said, after I made a decision, I never looked back. That speaks to my soul because that's exactly what we try to do in my world.

So I love you guys. I will see you all here next week. I hope that this episode was amazing. If it was, if it spoke to you, hit me up, message me, DM me, leave a review, do whatever you've got to do. I love hearing from you guys, and I can't wait to talk to you all next week. 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.

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