

Ep #153: The 3 New Offers Challenge



Full Episode Transcript

With Your Host

Becca Pike

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Hi friends. This is episode number 153. 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.

Hi guys. How are we doing? I am here to bring a little excitement into your life today. So whether you are listening to this in the car, or if you are cooking, or if you are on a walk, or wherever it is that you listen to podcasts, I want you to take a second and just feel how exciting your business feels right now. Like scale of one to 10, zero to 10.

Zero being I'm not excited. I'm pretty bored. Maybe you've been offering the same things over and over again. Maybe you have one program or you have one membership or you just sell ala carte stuff. How do you feel about it? Are you feeling bored? Or are you feeling excited? Are you feeling activated? Are you feeling emotional? Are you pumped up? How are you feeling about your business right now and the things that you offer?

This is something that I've talked extensively on in my membership, which is bringing the membership into my world has been very exciting. It took what felt kind of mundane and boring to me over the last like three to four years of offering just the same two programs. It just completely spiced it the hell up. I mean, it like changed everything.

I love my membership so much that I'm actually dropping a how to build a membership class in May but more to come on that. So just take a second, ask yourself how you're feeling in your business? How excited are you? How not excited are you? How is it feeling? I'm going to give you a challenge today.

Now this challenge might feel uncomfortable. It might feel out of your comfort zone. You might listen to it and just think that's not for me and not even really hear what I'm saying because you're already letting fear or

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nonbelief kind of creep in before I've even said what it is. So this is for you. Yes, you, you, you. Whatever industry it is that you are in, whether it is online or brick and mortar or a hybrid of both. This is for you.

What I would love to see you do today is bring a little spice into your life. In the next 24 hours, I want you to offer three things that you wouldn't normally offer. I want you to shoot it out to your email list, to your social media list, to your LinkedIn, wherever it is that you do your marketing.

Now, this can be the same offer with three different tiers, or it can be three totally different offers. This is what it could look like. Let's say that you are a business coach, like myself. You could create three one to one packages that you don't normally have. Maybe your first package is like a low ticket one day, one session package, okay? Then your mid-level tier would be like a two week package. Then your top tier might be like a two to three month package. Okay, these are one to one packages.

Maybe you're already creating some sort of masterclass, and it's happening this week, and you add on, because of the challenge, you add on some sort of VIP group, some sort of extension to the masterclass. Maybe some sort of like bonus that you weren't going to do.

Maybe you are somebody that already has small groups. In your small group, so you want to add on a VIP or a VIP day where they come and they fly to you, and you guys have a whole day together. Okay, maybe you're in the brick and mortar space. Let's say that you are a massage therapist or a house cleaner. Or maybe you are some type of physical therapist or fitness instructor.

I want you to think up three things that you don't normally create, that you don't normally offer, and I want you to offer them today just for fun, just to see, just to see what happens. I want you to embody the success that you are capable of having but you haven't offered it yet. You haven't offered a one on one package that is two months or one month or six months. So you don't know what's possible here.

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This is where I talk to my members so often about just being in the playground of your business. I want you guys to play and have fun. Some of you guys are going to sell every offer that you put out. All three offers are going to get sold today. Some of you guys aren't going to sell anything that comes out of today. You're going to, technically you're going to sell it. You're going to put it on your email list, you're going to put it out into your social media, and no one's going to buy. That is okay.

But guys, this is the joy of our business. It is so easy to get stuck in the mundane. It's so easy to get stuck in the everyday is the same Groundhog Day. This is how you spice it up. This is how you have fun. This is how you stretch your limits, and you stretch your capacity. You get excited about things, and you offer them.

Now so many of you are like well, I don't have a sales page. I don't have it on my website. I haven't created a branding for it. I haven't done this. You don't need any of that. None of it. None of it. Take your money through PayPal if you need to. I don't care. Don't have a sales page. Don't have a landing page, don't have any of that.

Just offer your offers, collect the money, and deliver those offers. That is your challenge today. I cannot wait to hear how this goes. In fact, I want you to DM me on Instagram @1beccapike, and I want you to tell me what your three offers are before you even sell them. Okay, I cannot wait to hear from you. I cannot wait to hear how it goes. I cannot wait to see how much you sell. I cannot wait for you to do this challenge and to just see what is possible. The fact that you can create money whenever you want. Not only that, but you can create offers whenever you want.

All right guys, so before I go, quick heads up. It's already time. It is already time. If you guys are wanting to come to Hell Yes Live in July in Chicago with us for this in person events, you're going to want to buy your tickets like right now. Literally max like mid-May. All right.

So I'm not calling it a deadline because we have been known to scoot some people in after the, quote unquote, deadline, but it's so not

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guaranteed. There have been people that have wanted to come in after the, quote unquote, deadline that haven't been able to come. So I'm not calling it a deadline, but I'm not not calling it a deadline. You know what I'm saying? So if you want to come to Chicago with us, you're going to want to buy your ticket like right now.

If you want to be in the Mastermind with me guys, the Mastermind is the main place that you get my eyes and my ears. You get to sit down with me once a week for six months. I'm coaching you. My eyes on your business, my words, my lips to your ears. This is where you want to be. Okay, so if you want to be in the Mastermind, I would say mid-May. Mid-May would be kind of the cutoff to safely secure a spot with me in my Mastermind.

Also, again, I'm going to be teaching a class in May. I believe it's going to be May 21, but keep your ears out. This is going to be Memberships That Bank. I'm going to be telling you everything that you need to know about creating a membership for your business. So whether you are a coach, a housecleaner, a massage therapist, a hairstylist, you are going to want to be in this class. You guys, memberships are the new black. They are the new thing. This is where you want to be.

Everyone is using a membership model and for good reason you guys. Membership absolutely changed my life. This is how you get the recurring income. This is how you get to wake up on the first of every month and go ahead and have \$10, 15, 20, \$100,000 drop into your bank account because people are on memberships. Guys, this is like these safety nets of business models.

I cannot wait for you to build your own membership, and I cannot wait to tell you everything that I have learned about building all of the memberships that I've built. So I love you guys. I will see you then May 21. If you want to come to Hell Yes Live and the Thirty More Mastermind, you better get your shit in. All right, 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

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