

Ep #154: What We Actually Offer at Hell Yes



Full Episode Transcript

With Your Host

Becca Pike

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Hello my friends. Welcome to episode number 154. I am your host, Becca Pike, and it is time for your weekly dose of hell yes coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Hey guys. All right so we are mid launch for the Thirty More Mastermind and for Hell Yes Live, which just means we're open carts. You can come in. You can buy your tickets. We're doing a lot of backend work. We're answering a lot of questions. A lot of people are wondering how it works, what it looks like, and I'm having this realization. Okay.

So have you ever worked so hard on something, and you thought everyone knew about it. Maybe you've been posting on social media that you're a coach for the last five years every single day, and you're sending out emails every single day. All you've talked about is being a coach, and then you like run into your childhood best friend at the grocery store? They're like so what do you do these days? You're like what? How? How did they not know? Right? Like, I have been blasting this everywhere. How in the world do they not know?

Or have you ever had a situation where you felt like you were posting about the same offer over and over again, but then you DM'd like your favorite client, and you're like hey, I just wanted to personally invite you. Did you see this offer? They're like oh, I had no idea.

So what I'm trying to say is sometimes you like think that people know what you're up to because you're in the middle of it. You're in the midst of it. You're the one that's building it. You're in the ins and outs and the everyday, and you realize. Every now and then you come across someone, they have no idea what you're talking about because first of all, you can mark it your face off, and people still miss the news. But also, sometimes you think

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you're marketing your face off but you're not actually marketing your face off, or there's still some confusion around it.

So while we're in the middle of this launch for Thirty More and for Hell Yes Live, I just want to get on this mic. I want to spend this episode really making it crystal clear what it looks like to work with me because I'm still getting DMs.

Honestly, I'm getting more DMs than normal because we're in this launch with people that are like hey, is the Take My Money Masterclass the same thing as the Thirty More Masterminds? Or, hey, if I buy the Thirty More Mastermind, do I have to also buy The Circle? Right, like these things that I think that I'm talking about enough or I'm thinking that is super clear, but I'm still getting so many questions and so much curiosity about how all of this work.

So I'm taking this whole episode to break down exactly what it looks like to work with me. I'll make it so simple and so clear. You're going to know that if you do want to work with me, you're going to know exactly how to go about this. All right.

So I'm going to start from the very beginning, how to work with me for free. Well, you're here. The podcast. Podcast is the main place to work with me for free. If you're listening to this, you already know. You're probably an avid listener, or you've listened to a few episodes at least. So I'm going to get on here every single week, and I'm going to give you guys whatever it is that I'm going through, whatever story I want to tell, whatever lesson I want to tell, whatever guest I want to host. You guys are going to get a snippet of me every single week completely for free.

All right, and that will probably never change. I mean, eventually it'll change. I'll die one day. Maybe I'll shut it down. I don't know. But for the foreseeable future, you're going to have this podcast in your pocket, and it's going to be a beautiful thing.

Second place is my Instagram @1beccapike. I put a lot of effort into this Instagram to make it good, to make it entertaining. I put lessons out. I story

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tell. I really try to show you guys how to use Instagram. I try to show you how I sell, what it looks like. There's a lot of motivation on that account. So if you're not over at my @1beccapike Instagram account, you definitely want to be there as well for free advice, free coaching, free storytelling, and free selfies of my face constantly.

Now, from there, if you want to be in my paid containers, there's three tiers, okay. There's low ticket, which is my least expensive offers. There's mid ticket, my middle of the ground expensive offers. Then my higher ticket offers, which are my most expensive offers. The way that I priced these are based on how much proximity you get to me and my brain.

So the podcast is free. I mean, you don't get any proximity to me if I'm being completely frank. I'm talking into this microphone, and you're listening but you can't ask me questions about your business, and you can't really talk back and forth with me, and you can't really get my brain on your business.

Okay, so it's a fantastic place to be for free. But if you're like I really want to be coached by Becca, you're going to want to come into a paid container. When you come into the lower ticket offers, you're going to get more of my brain on your business than a podcast but not as much as my higher ticket offers. Okay?

So what do low ticket offers look like? This is Masterclasses that I'm producing like, I don't know, probably every four to seven, eight weeks. I'd say four to seven weeks. These are going to range anywhere from like \$200 to like \$900. These master classes are across the board. I've had master classes on money mindset. I've had master classes on how to have a mature mindset, like a leadership role, a CEO mindset, how to email so that you actually make money in your emails, how to market, how to position yourself, how to speak to your clients, how to actually sell.

Masterclasses on how to run promos, how to run sales without cheapening your brand. I have a Masterclass on webinars, like how to run a webinar. How to actually do it, and then how to sell on the back end of it so that you

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can bring all these people into one room and leave with 10, 15, 20 new clients. Okay. So these Masterclasses, you can buy a la carte. Again, anywhere from like \$200 to like \$900.

When you buy these classes, let's say that you buy it on Tuesday. You listen to the whole class, and you love it, okay. You spent \$500 on it. You now have a specific amount of time to join The Circle if you want to join The Circle using the tuition from your class. So let's say that you buy the inbox, which was my emailing class, and you're like I loved that. I don't want to miss any of her classes., I don't want to have to pick which class I'm going to. I want to be in The Circle. I want to be in the group.

Then you can come into The Circle, and you can use that money towards your Circle tuition. Now what exactly is The Circle? The Circle is simply you get access to all the classes that I put out every four to eight weeks for a year. On top of that, you get to be coached once a month, and you get to be inside of my Circle.

This is where I do a lot of my coaching. I drop a lot of my newest ideas in here. You're going to see all of the back end trainings in your portal. You're going to have access to a lot of the things you're going to get access to a lot of the sales and the promos that other people don't get access to. This is kind of just like my launching pad. This is where you come in. You're kind of like this is where you launch from.

You're going to get access to the entire community and the entire membership. All right, you're going to get all the trainings, all of the portal trainings and once a month coaching. You also have access to VIP. So if you want to, you can pay \$5,000 for the entire year to get once a month coaching calls with me on top of your other coaching. All right. So we've got a lot of people in The Circle. It is a damn good time. This is where you get all the classes, all the coaching.

Now, that is my mid ticket offer. You're also going to see in my mid ticket offers, you're going to see The Mini Minds where I just branch off and I say hey, we're doing this like six week sprint. We're going to come over here

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into this other room. I'm going to coach your face off. This is going to be a smaller group, a more intimate group. I'm going to know exactly who you are. I'm going to know exactly what your business is. I'm going to be coaching with you face to face.

This is The Mini Mind. It's six weeks. It's usually about \$6,000. This is also where you're going to see Zero to Coach where we are certifying coaches. All right, so that is going to be \$12,000 next time we run it.

The mid ticket is where we see most of our students, okay. So lower ticket is I want to learn some things, but I don't want to pay to be like directly business coached by Becca. That is totally cool. That's fine. We have tons of people that buy these classes. Mid ticket is I want these classes, and I want Becca to have a sneak peek at my business so she can guide me here and there as I get coached by her.

Close proximity is going to be my mastermind and my one on one, and this is where you get my eyes on your business. So when you come into the mastermind, your mastermind tuition, which is \$25,000, is going to give you access to The Circle. So you don't even have to worry about The Circle. It is completely included.

Next thing I want to bring up is called Hell Yes Live. Hell Yes Live is my in person event that I do twice a year, every January, every July. We've gone all over America meeting each other, business coaching, business strategizing, drinking wine, hanging out, getting to know each other, having community, and making a huge impact on your business.

So this of event used to be only for my Thirty More Mastermind members. If I'm being quite frank with you, I kind of got to the point where I was like it is ridiculous that I'm keeping this to ourselves. It is so impactful. We are getting so much done. People are leaving with so much clarity in their business that like I don't think that this should just be for the Thirty More Mastermind. I want to bring in everyone. I want to include everyone.

So we started selling a la carte tickets for \$3,500. So now you can come with us, and you can do this event with us. This is not just like come and

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drink wine and hang out and laugh and giggle, even though we do actually do a lot of that. We are though in the classroom for two straight days. I am like hammering out your business with you. I am working so hard on coaching you. I want every single person to leave this event with more clarity, more money, more clients, and more free time than they've ever had. Like that is my personal goal every single time.

I cannot tell you how many times that I've had people leave that event and say holy shit that was worth \$25,000 alone, just that event. So that is how Hell Yes Live, and the tickets are \$3,500.

Now, that's open to the public. You don't have to be in The Circle. You don't have to be in the mastermind. Anybody can come that owns a business. Now with that being said, The Hell Yes Live event is actually the kickoff party also to the Thirty More Mastermind. So the Thirty More Mastermind members are going to be there, and their ticket is included in their mastermind tuition.

So when you buy Thirty More Mastermind, first of all, you can't be a beginner business owner. This is for people that have made at least \$50,000 in the last 12 months in their business. So you have to have made at least that, and you're wanting to scale your business. You're wanting to see multiple six figures. This is for you if you want to see multiple six figures in the next like 24 months.

If you come into the Thirty More, if you apply and you get accepted, you get a Hell Yes Live ticket for yourself included. You also get a second ticket to bring a business bestie with you. On top of that you get The Circle included. So you don't have to worry about being in The Circle. You don't have to worry about missing any of the classes. That's just a part of your tuition. You get The Circle also.

Then the Thirty More Mastermind is the only place, the only place, that you get coached by me once a week. So this is what I'm talking about with close proximity. You're in the Thirty More Mastermind. You're coming to Hell Yes Live. We're hanging out. We're kicking off the party. But then once we

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leave and everybody flies back home, the Thirty More members get to have six months of straight up coaching my brain on their business, problem solving, figuring out how to make more money, more impact, more clients, put more payroll into your community right there on the call. Okay.

So, to me, the Thirty More Mastermind is the no brainer. The only problem is that a lot of people don't qualify for the Thirty More Mastermind. If you don't qualify, if you don't make enough money yet to be in that room, then I highly suggest getting yourself in The Circle so that you can make enough money to be in that room.

Honestly, I think everyone should be at Hell Yes Live. Hell Yes Live is just a damn good time with a lot of impact. You're going to leave there knowing exactly how to make a lot more money over the next 12 months. It is like a straight injection of motivation that's going to last you for the next six months until the next event.

But if you don't make enough money to come into Thirty More, definitely get into The Circle. Start taking the classes, start really understanding my basic sales strategies, my basic scaling strategies, my basic strategies on just how to be a leader and how to be a mature CEO. Really get that under your belt and then apply for Thirty More whenever you're ready.

Then, of course, on top of that, if you want the most proximity to me, you can definitely come into one on one. Those are my highest end packages. These are not for somebody that is on a tight budget. This is not for you if you haven't worked with me before. This is not for you if you aren't completely sold on coaching and know that you want to coach. If you have any tippy toeing, any reservation at all, you don't belong in the one on ones.

The one on ones are for the people that are just hell yes, I absolutely know what I want. I know that I want a coach. I know that I want it to be Becca, and I'm willing to pay \$8,000 a month to be in her world. So there's only like two spots available for that at any given time. Right now there's no spots available for that, but there will be in a couple months. You can get on the waitlist if you want to be a part of that.

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So just to recap, freebies, Instagram and podcast. Low ticket offers are a la carte classes. You can email us at any time, contact@hellyescoachingonline.com. That's where you're going to contact us and tell us what it is that you are looking for. We will point you to the right class. All right.

If you love that class, you can use that tuition to come into The Circle where you don't have to make any decisions about which class you want to be a part of. You get to have all of the classes plus monthly coaching. All right, and then you get told first about all of the promos, all of the things that are happening, all of the new master classes. You are in The Circle.

Then if you also want to scale your business, you've made at least \$50,000, you don't have to be in The Circle to apply for the Thirty More Mastermind. You can just directly apply and then we will give you access to The Circle if you do get accepted.

Last but not least, I want to see everyone at Hell Yes Live. I want to see everyone there. I want to toast champagne with you. I want to hug you. I want to squeeze you. I want to hear how long you've been listening to the podcast. I just want to know everything about your business. I absolutely can't wait. Chicago is going to be the best event yet. I feel it in my bones. I just feel it in my freaking bones. It is going to be the best event yet.

This is our seventh time doing this guys. I could do it in my sleep, and we're changing it up a little bit. We're making some tweaks, and we're having fun with it. I told my team today. I was like I think that I'm finally at the capacity to like I can hold some change. There for a while I couldn't hold any more change or diversity in what we were doing at these events because they were so big, and they required so much effort. There were so many different angles and problems that could arise that I was just like capped out on my capacity.

But now I feel so comfortable doing these events that I'm like let's play around. Let's have some fun. What else can we do here? What can we do with these events? So I had the coolest team meeting today where we just

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like brainstormed all of these new fun things. That event is July 9 through 11th at the Langham in Chicago. This is a five star hotel. It is as nice as it gets. I cannot wait to be there with you guys, and I cannot wait to see who comes.

So have the best freaking week. These are all the ways that you can work with me. If you are not in my world yet but you have been listening to the podcast for a while, I highly encourage you to reach out, introduce yourself, say hi to me. I want to know who you are. I love you guys. Have a great week.

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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