

Ep #174: How to Embrace Abundance After a Life of Hustle



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With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

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Hey, guys, welcome to episode number 174. 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, nobody talks about this enough. This is so rampant in my coaching containers, and I don't feel like I ever see anyone talking about this on podcast or on social media. So, I just cannot wait to bring this to light today because it is a conversation that I can have in my sleep at this point.

No one tells you how hard it is to rewire your brain from poverty to wealth, learning how to allow a softer life, navigating free time without feeling this like complete panic that you're not doing enough, not constantly crunching numbers for survival. This is very shocking to the system for the type of person that is used to crunching numbers for survival and constantly working in order to survive.

Those of us who have built our own wealth or are building our own wealth who maybe grew up coming from not much or coming from decades of survival, we are a different breed of person. It took me years to get to where I am now with trusting and allowing the softer life and the free time and the continuous pouring in of money and of abundance and not feeling guilty about it or like I didn't, quote unquote, work for it.

Now that I have this scalable business that is bringing in money when I'm not necessarily clocking hours to make that money, right. Like I'm no longer equating my hours of work to dollars. It is now that I am recalculating and equating money to the risks that I took in the past compounding in real time, right, and it's very beautiful.

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I think a lot of people come to me because they want to make a ton of money, but then they end up staying with me because of how much I talk about what to do when you actually have that money and how to hold the capacity for large amounts of money and large amounts of free time and large amounts of space because this is what I see happen a lot. I have had dozens and dozens and dozens of people make multi-six and seven figures in my world.

100% of them, they will come to me and they will say, I'm just not doing enough. I don't feel like I'm doing enough. Then we have to go down the rabbit hole of what is enough is your business growing? They're usually like, "Yes, it's growing insane. I mean, it's like the numbers are going up every single month." It's like okay, so what makes you feel like you're not doing enough? They don't know how to explain it, you know.

By the way, I totally went down this road myself. So I see what's happening in real time when this conversation is unfolding. They're like, "Well, I'm just I'm not doing enough. I feel useless. I feel worthless." Then we have to go down that rabbit hole. What is useful? What is worthy? What does that actually mean? Where did you derive what is worthy? Did you derive that what is worthy is just working all the time and being busy all the time?

What demons are coming up when you're not busy all the time? What is resurfacing and what are these things that you've been shoving down or these thoughts, these ideas, this person that you are being that you've been shoving down with work?

Some of us that have worked our whole lives and have always pulled double shifts and worked our asses off and felt a deep need and a deep pull to grow our companies very big and very fast. A lot of times we're running from things. We are not wanting to sit still, and sitting still brings on a lot of frustration and a lot of worry and a lot of concern and a lot of, for lack of better words, demons that we don't want to face.

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So this is a conversation that is consistent and often in my world. A lot of my students come to me, and their first idea and their first thought is now that I have free time and now that I have space, I am just going to build another business. I'm going to buy another business. I'm going to do something with my time.

Now I am all for buying and building more than one business. I want you guys to know that what I am saying right now is not that you shouldn't buy and build other businesses. However, I do think that it is absolutely imperative that you take a year or so to sit with yourself and sit with the scalability that you have created for yourself to see what comes up just as a human.

Just as a human being, just as a soul having an earthly experience. What is it that you've been running from? What has been coming up? What are you worried about when it comes to free time?

People often say that they would do anything to have slow mornings and to be able to get their kids off the bus and to be able to relax during the day and not have to run rampant. Then as soon as that becomes a reality for them, they don't know what the hell to do with themselves. It's scary, and it's terrifying, and it turns into anxiety.

Guys, this is not something to just jump over and not something to just hop across and just get over quickly. This is something to study and understand about yourself.

Sometimes I have students that are on their third, fourth, fifth round of the mastermind or their one-on-one coaching containers with me. While we have spent our entire relationship building up their business, they will take an entire round, an entire six months of just staying with the time freedom that they have and not building on top of it and not adding more things to their plate so that we can coach on all of the worries and concerns that are coming up for them and why they feel like they're not doing good

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enough. Why is depression setting in now that they have everything that they've ever wanted?

You know, we've seen this happen in celebrities. We've seen this happen in NBA players, NFL players. They work for something so hard and then they get everything they want. They literally couldn't spend the amount of money that they're making, and they have all the free time, and they have everything they've ever desired. They don't know what to do with themselves, and they don't know why they feel sad.

This is an identity thing. This is an identity problem. If you've always been someone that is working towards something and running away from something else, although you cognitively probably don't see it that way at the time, but you are like, that is an identity that you are holding. If you're running from something by running towards something else, it is going to be a massive wake-up call once you arrive.

We don't want this. You want to do everything you can to protect yourself from this because ultimately what you want is to grow your companies and to have the free time and to be with your family. You know deep down that that's really what you want is to have good connections with your family, with your friends, with your partner, with your spouse, whatever it is.

You want to have those good connections. You want to enjoy music. You want to enjoy your free time. You want to enjoy your exercise routine. You want to enjoy life. You don't want to be running around and hurting yourself and dampening your spirit the way that you have in the past.

So adding more things to your plate is not the answer. This is where a lot of people come to me and they say, "Hey, I don't know if I'm the right fit for coming into your mastermind because I'm not trying to necessarily make more money. I'm trying to figure out how to just hold the money that I have, how to just have the capacity for the life that I have, how to scale without the anxiety."

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You guys, that is the perfect fit for my mastermind as well. This is what a lot of our conversations are about. So if you are someone that has made a lot of money or you're making good money, and you're just scaled to a place where you have to now relax into that, you have to relax into this new life. I am the coach for you. I totally understand what it's like to have to figure out how to have a softer life.

You're talking to a girl that was double shifts all the time constantly for so long. I'm talking like workhorse. My husband told me one time when we first met. He said, "You know, I know hard work. I worked on a farm long hours. Everyone that I knew worked on that farm for long hours. Like, I know what hard work looks like. He said, "But what you're doing is on another level. You are a true workaholic, a true workhorse. Like, are you okay?" Basically. Like, what are you doing? What are you running from? Where do you squeeze life in, in the cracks at all?

Thankfully, when I met my husband, I was really excited at the idea of starting a life with him. He felt like a big reprieve from the life that I had been leading and running from. I don't know what I was running from still to this day. I mean, I could name off a few things, let's be honest. But I just felt like it was a big reprieve.

Now, every single year, we have grown in income. There has been less and less need for me to work just a little at a time. Every single year, it's just like I guess I could give up Mondays from working. Then the next year, it's like, I guess I could give up Monday, Wednesdays, and Fridays from working. Then the next year, it's like, I don't need to work at all.

I'm definitely in a situation right now where I don't need to work. I don't need to coach. I don't need to do anything. We're making millions of dollars outside of the coaching company. The coaching company is all for fun now at this point. I don't need to do any of it.

So this is the rewiring that has to happen and the comfort that you have to come to terms with what is your actual purpose when you're not chasing

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the dollar. So if you are in this situation, you are the exact right person for my mastermind, for my one-to-one coaching and for The Circle. So, I welcome you in with open arms.

If you are feeling this way and you're feeling a little frustrated, a little sad, a little depressed, a little whatever, like any of those negative feelings that pop up because you have been a workaholic your whole life and now you're not, or you're coming into a chapter where you're not, I just want to give you a little solace in knowing that everyone is going through this. Almost everyone that has ever built anything massively has to cross this bridge and figure it out as well. So I hope that you have the best fucking day of your life, and I will see you here next 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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