

Ep #183: How Other People's Opinions Keep You Playing Small



Full Episode Transcript

With Your Host

Becca Pike

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

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What's up, my friends, we've got a really kick-ass episode today. You guys are going to be walking away feeling absolutely on fire. But before we get to it, we have two deadlines that are coming up real quick. December 1, mark your calendars. December 1 is the public deadline to apply for the Scale to Seven Mastermind. And it's the public deadline to buy your tickets to HYL. Hell Yes Live. A lot of you guys have been following me for years and you've been watching us go to Chicago and to Lake Tahoe and to Miami and all over America to hang out together and build out our businesses together. And this is the event of the year.

You guys, this is our eighth time running this event and it just keeps getting fucking better. If you guys were watching on social media as we hosted the last one, like you were a part of the buzz, you were a part of the excitement, like the energy inside this room, the testimonials that come out of this room and the results that come out of this room are absolutely insane. We get together and we hunker down for three days and we build out every single thing that you need for your business to double and triple your income. You do not want to miss Hell Yes Live. And we've made it easier than ever to get in this room. It is now \$3,500 to buy your ticket. This is for the general public.

Now, if you are in The Circle, if you are one of my students inside of The Circle, then your ticket is \$1,888. So if you guys have been thinking about coming into The Circle, now is the time to do it anyway so that you can get a super inexpensive ticket because we wanna treat our members like fucking gold, okay? Now, if you are coming to the Scale to Seven Mastermind, this is where, honestly, this is the number one place to be in my world because not only are you getting The Circle for free, not only are you getting Hell Yes Live ticket for free and a second Hell Yes Live ticket for free for your business bestie, but you're also getting business coaching with me every single week in this mastermind.

This is the most high touch place that you can be. This is like how you get the most access to my brain. All right, and that Scale to Seven Mastermind

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where I'm building out these six and seven figure earners all the time, guys. This is where the results are really happening. So if you join the Scale to Seven Mastermind or you apply for the Scale to Seven Mastermind by December 1, you are going to get two Hell Yes Live tickets included plus The Circle membership included. If you do not wanna come in the Scale to Seven Mastermind or if you do not qualify for the Scale to Seven Mastermind, then you can buy your ticket to Hell Yes Live a la carte and join us for three days in Miami. We are staying at the Four Seasons. It is going to be the absolute best time with me and my team. I cannot wait to see you there.

All right, let's get on with episode number 183. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. If you're looking for high level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads, and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale, and we play. Because what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

The amount of you guys over the weekend that reached out to say that you're loving it in here was overwhelming and I love you and I'm so thankful that we're doing this. And I'm so glad that you guys are here. So thank you so much. Let's get going on this.

The first thing I want to say, and I just feel like this is a good lesson in general, I feel like we're living in a society that glamorizes self-care. And listen to me when I say this, I'm a huge advocate of self-care, but self-care isn't cop-out. In fact, self-care is usually pretty fucking hard. Self-care is

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usually really uncomfortable. Self-care is usually something that sucks ass in the moment, but then takes you places, right? Like a deep, deep therapy, exercise, restriction of shitty foods, doing things you don't want to do. Like the type of self-care that creates you to be a better person in the long run is the self-care that I'm interested in.

And right now, I actually don't know why I went off on that self-care tangent. All I know is that right now, I'm not feeling like I want to work. I want to be outside. I want to be frolicking. But we have two really big deadlines coming up in my coaching business. We only run a mastermind and a live event two times a year. And we have one coming up in January. So my assistants sent me email stacks that I have to go through today. And I have to look through all of the emails. I have to edit them. I mean, we're talking like 20, 30 emails. And so I've been sitting at my computer today and I do not want to be here.

And here's the lesson to you in this, before I even get started in the real lesson today, which is actually going to be a doozy, but before I even get started, here's the pre-lesson, which is, it doesn't matter what you want to do in the moment. Stick to the plan. Don't glamorize the fact that you should always just gift yourself whatever it is that you want in the moment and then call it self-care. Self-care, taking a day off of work when you need a day off of work is one thing. I'm all for having a lot of space, but that's not what I'm talking about. I'm talking about just not wanting to do things and then having it as a cop-out and calling it self-care.

So today it would be really easy for me to not sit here and go through 30 something emails before I even really get my day started. I'm doing this because I love how Leila Hormozi is always talking about fuck your mood, follow the plan. That is always the case. That is how you get results in everything, because determination and motivation is wavering. You guys know this. You've been on a diet before. Motivation lasts for about two to three days. Around day six, day seven, you got to tap into something totally different, right? And that's where I'm at today. I'm tapping into something

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totally different. Fuck my mood. Fuck my mood. I've got emails to launch. I have launches coming up. I've got live events coming up. I've got masterminds coming up. These are big deals in my world, and we have deadlines and we have timelines, and it's not just about me. I have a whole team of people that are relying on this, just like a lot of you have a lot of people relying on you. And so fuck your mood, follow the plan.

I ended up tagging Leila Hormozi in that and she tagged me back and clapped it with little hand claps today. So that made my fucking day. All right. Okay, if you don't follow Leila Hormozi, she has an awesome podcast called Built. She is the wife of Alex Hormozi and those two together are fucking killing it. They own acquisition.com and they acquire companies and kind of flip them and sell them and it's a whole thing. So I love to follow Leila Hormozi. And she's just weird and lifts a lot of weights and has a lot of the same mindset of me of just like discipline and going after the shit that you want and so I love it. So definitely check her out.

Okay, so I was going through the Q&As or going through the questions I mean, and I came across Kimberly's and she owns an event tent company and she was talking about the company being seasonal, okay? Because she has the tents for like weddings in the spring, in the summer, in the fall, winter, probably less weddings, less events outdoors, right? And it started me down a rabbit hole that I ended up taking about 17 detours. But this is basically what I thought in my mind when I was thinking about it.

It reminded me of when I became a massage therapist. And when I was in massage school, everyone wanted to talk about how massage was so slow in the summer. And that massage is very seasonal. And like, even it was so ingrained in the culture that even in school, the teachers would tell us, I mean, it was so ingrained in their mind, this story was so ingrained in their mind, that they would tell us be prepared for summer, get ready for summer. People are traveling, people are leaving, people are, you know, vacationing, people are hot, they don't wanna be on a massage table. Like you need to be prepared for summer.

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And I remember sitting there, this was before I ever had a business, before I ever even thought about any of the marketing strategy. I remember thinking this is a story and it is strong, right? Like I didn't buy it and I remember thinking, no, I have control over my seasons. No, I decide what's busy and what's not busy. And I remember saying something along these lines that I remember someone in my past that was ingrained in this story thinking, yeah, yeah, yeah, yeah. Yeah, that's cute. That's cute, Becca. Like that's cute that you think that you're gonna beat the season of this industry. But I've been in this industry for 20 years and I'm telling you right now, it's seasonal.

And then I started looking into it a little bit more and these people that were telling me, these big dogs in massage, I mean, these are people that have had massage therapy places open for 10, 20 years, right? Like they have been around for a while and they were telling me, hey, and because it's slow season in the summer, we actually like pull back on our ads and we don't post as much and we kind of take the summer off too because why would we work so hard if nobody's coming in in the summer?

And I remember thinking, don't you hear yourself? Like you're telling me that you pull back on ads and that you don't really show up to sell and that you don't really like pencil in much time for yourself to work because other people aren't coming in. And you're telling me that that's not why your summer is slow?

So fast forward, a spoiler alert. I've never had slow summers, okay? I don't entertain that. I do not entertain other people's stories on anything. I don't entertain other people's stories on fitness. I don't entertain other people's stories on parenting, on marriage, and how hard marriage is, and how you gotta grunt through that shit, and how you're gonna have a hard time around year seven to 10. And I don't believe in the fucking, I don't know, menopause shit that's coming up. I know it's coming for me, but I'm gonna write my own story about it.

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And I want you to question whose stories you are holding on to, because they're everywhere, okay? You have so much control over your life, you have so much control over your seasons, and you have to remember that people panic together. People trauma bond together. People who are having shitty seasons find each other and talk about the shitty seasons that they're having in their business, and they call it slow season. And I call it, you pulled away on your ads, you stopped showing up and you didn't make it fun to get massages in the summer, okay? This is how shit's going down.

Do you remember 2020? Do you remember the toilet paper during the pandemic? Do you remember how much people panicked together? Do you remember that mass mentality of people just having stories and creating extreme panic and bubbles? People will tell you that your industry is in a slump. People will tell you that it's not smart to market on Instagram for your industry. It's not smart to market on LinkedIn for your industry, right?

Do you know how many people have told me that coaching is in a slump and no one's buying coaching anymore and it's transitioning and it's changing and I'm over here like, I haven't noticed, been too busy issuing out invoices to all the people that are buying from me, right? While I watch other coaches, friends of mine, people that I thought were bulletproof, people that I thought were unfuckwithable, I watch those coaches hear the same gossip and they panic and they change how they're selling and they lower their ad spend and they stop showing up as confidently because they're leaning into the story that they heard and thinking that people don't like coaching as much or thinking that people think the coaching industry is corrupt, so they aren't as confident, so they're not showing up as hard.

So what are you telling yourself that is becoming your reality? Are you believing it's going to be slow, so you pull your ads? Are you believing it's going to be slow, so you hunker down? Are you believing it's going to be slow, so you don't invest? How are you doing this in other ways? Are you telling yourself that you are the type of person that makes X amount of

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money per month and now you're acting like that person and therefore you're making X amount of money per month? If you say, I'm someone that makes about \$5,000 to \$7,000 a month, then you act like someone who makes \$5,000 to \$7,000 a month. You don't invest at that next level. You don't throw your energy at that next level. You don't show up like someone that makes \$30,000, \$40,000, \$50,000 a month. You don't do the things that create the next level, then you can't expect to stay in the same place.

Do you want to follow stories? Do you want to follow what people are doing and saying that aren't you and they aren't where you want to be, right? Like your dad who has never owned an insanely successful business is not who you want to go to to listen about how to start an insanely successful business. You don't want to listen to him. He's going to tell you not to start the business, get the corporate job, climb the ladder, invest in your money, max out your Roth IRAs and stay safe. Right? Like your spouse who has crippling anxiety about money and debt is not who you want to listen to about taking out business investments.

With that being said, you are going to need them on the same page. So that's another story. And I have entire podcast episodes on how to handle spouses that don't want you to invest in your business. But I digress. Your spouse who has crippling anxiety about money and debt is not who you want to listen to about investing in your company. Dave Ramsey is not who you want to listen to about taking out debt for large successful companies. Dave Ramsey is like the fucking killer of dreams.

Listen to me, I loved Dave Ramsey. Dave Ramsey got me out of debt. I did the whole snowball thing. I did the whole cash envelope thing. I did his whole, I took his classes. Dave Ramsey created the most beautiful training program for middle-class Americans who are on a fixed income to get out of debt, okay? You are not trying to create results of a middle-class American on a fixed income. That is not your goal. Your goal is massive wealth. Your goal is multiple millions. Your goal is to have extreme space throughout your day while creating passive income, while you're sitting on a

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beach, while you're hanging out with your kids. You are not trying to Dave Ramsey this. You need leverage, you need debt, you need investments. You need to be able to invest in your company at a high caliber so that you can collapse time, so that it doesn't take you 20 years to make your first \$40,000 a month, so that it doesn't take you 20 years to make your first \$100,000 a month. You want that in 2025. And it requires not following the stories of Dave Ramsey.

I was told one time when we bought one of our most recent businesses, I was told that because the previous owner had put so much effort into getting coached and building up the business before she sold it because she did this because she wanted to sell it for more money and she wanted to leave its legacy to be beautiful and she did a great job. But I was told by some rando that we would never build it as good as her or we would buy the business and it would go under a little bit. It would deflate because she propped it up so much. And as soon as we bought the business, it has just absolutely fucking skyrocketed. It has absolutely skyrocketed. We did not listen to that. Could you imagine if I had listened to it? Could you imagine if I had started acting as if that story could be true, right?

One time I had, I'm going to be very careful how I talk about this, but I had someone that was like a stalker that worked for me. This was a while ago, like 18 months ago, two years ago. And she was really pissed that I wouldn't hang out with her. She was really pissed that I, she took the job hoping to be my friend and I no longer worked at this facility. I only owned it. She was upset about it. She spent days, days, days, probably weeks, months, I don't know, weeks, definitely, creating this story about me to get people to not spend money at a business that is owned by Becca Pike. She went through extreme effort to create this conversation, and people listened. And we lost a lot of people at our business because they listened to her. And none of it was true. Like, literally, factually, none of it was true. I barely knew this person whatsoever. And she was saying things as if we were friends. It was so weird. But she told everyone it's gonna go under. And the amount of effort that she put into it was so strong that I think that a

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lot of people that worked for us believed that she was right and that our business could go under because there was like hundreds of people that were like, I'm never going to pay money to anything that Becca Pike owns again. The next six months was the biggest months we ever had in that company. Because no bitch, I win. I win. I always win.

Who are you listening to? If you're not listening to the voice in your own head that knows that you're a competitor, that you're a leader, that knows that you've impressed yourself over and over and over again with your drive because you are able to get in your own lane and put your head down and grind and create your own results, if you're listening to anything other than that, you are going to create a reality around yourself that is like that, right?

But instead of acting like that, instead of acting like the leader, the competitor that you are, you're overthinking, right? You're in your head. You're thinking. Your thinking doesn't make sales. Thinking doesn't create success. Movement creates sales. Fast movement, big movement, courageous movement, movement when you're scared. Big, scary movements, big investments of money, big energy investments, big investments of thinking does nothing but gives you anxiety. You have to move.

And how many of you have been just thinking about the year that you're gonna grow your business? Finally, one day, I'm gonna grow my business. One day, and you're telling yourself, and it's hard to even see it until you're out of it. I see this with my clients all the time. They always think that they were moving big until they make a really big move, a really big investment, a business purchase, a business coach purchase, a I'm moving across the city and expanding into a multiple 10 room facility to expand. It always is when they make an actual big move that they're like, oh my God, I was playing so small.

But you can easily give yourself the cop out by telling yourself that you're playing big or I'm going to play big next year, I'm going to play 2025, that's

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my year. But you said that shit in 2024, you said that shit in 2023, but no, 2025 is my big time. And guess what? You're going to say that shit again in 2026.

So I invite you today to think about it instead of thinking, oh, I'll wait to make a big investment next year. And when I say investment, I mean money, but I also mean energy, any resource, investment of time. Oh, I'll make a big investment next year or I'll wait till another time to hire those people or I'll join that mastermind I've been looking at for the last three years. I'll do that sometime next year whenever I have a big fat-ass cushion of cash in my bank account that I won't mind spending that completely fictional time in my life where next year I'm going to have such a fat bank account that I'm going to be able to finally get the coach that I want. I'm finally going to be able to get the new sign that I want. I'm finally going to be able to not let the slow seasons phase me. I'm finally gonna be able to surround myself with people that fucking get it. I'm finally gonna be able to lose the weight. I'm finally gonna be able to relax and love on my spouse. I'm finally gonna be able to have time with my kids.

No, fuck that. Now, now is when you do it, right? Now is when you make shit happen. But no, you can't fear disappointment and make excuses and expect amazing results. So instead of thinking about the slow season, I want you to be absolutely hell-bent on realizing that your business is happening now and you can create insane wealth right now. Even on the slow season, quote unquote, slow season. Even if your dad thinks you're crazy. Even if your sister thinks you should go back to corporate. Even if your spouse is nervous. Everything is your choice. Everything is your decision. And you get to decide when you stop playing small. Is it gonna be right now or no?

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

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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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