

Ep #203: \$11.3M: The Raw Truth



Full Episode Transcript

With Your Host

Becca Pike

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

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My friends, I have brought in \$11.3 million since the pandemic. What is life? I have been reflecting today. I'm going to bring you guys some reflections, some things that a lot of people don't talk about. And I'm going to be a little bit vulnerable here. I'm gonna give you guys a little insight to my brain, the things that have kept me up at night, the things that have propelled me forward, and just a huge celebration to myself, to my companies, to my staff, to the never-ending and relentless discipline that it is required to get here, and the overjoy that I feel that I didn't stop when I wanted to stop.

So today I'm just going to be kind of peeking into what realizations I've had since the pandemic, since building this much in my companies in the last five years. This is episode 203. 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.

So before I get started, I just want to shout out one of my clients. So I don't believe in coaching while keeping an arm's length distance from my students. Like, when you enter my world, I am going to envelope you into my life. Like, we will build a business together.

And Katie Penn Jenkins just bought a 30-day private coaching package with me that included, you get two 90-minute in-person sessions. Like we get to sit down at the coffee shop together and work through things together in person. And then on top of that, she gets five days a week text

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support. So Monday through Friday, if anything comes up, she gets to contact me through audio message and we chat it out.

So in those 30 days, you guys, we have evolved her staff training process. It was taking her three weeks per staff member to train her staff members. We evolved that into just six days. It now takes her six days. And this is her bottleneck too. She has so much demand in her company as a pet nail trimming business that her only bottleneck is how many people she can staff up.

And so if it's taken her three weeks to bring on one staff member, you can imagine how hard it is for her to just push herself into double, triple, quadruple sales because she's constantly in the midst of training people. And so we took that process and we narrowed it down to six days while maintaining 100% quality control. Okay? And this alone is going to like double her onboarding speed and two to 4X her top line over the next year.

On top of that, we brought on three new staff members in the last 30 days because her demand has jumped so quickly. We changed her software when we realized that she was paying about \$600 a month too much and wasn't actually getting the things that she needed out of her software, so saved her \$600 a month. And then we found another discrepancy that I'm going to keep private in her books that is going to save her close to \$900 a month, and now it's fixed.

And we created an exact map for her to follow as she moves away from having just one manager to having multiple regional managers. So while inside of our in-person session, we were like head down grinding on her business together, like pencil to paper, but we also spent hours this month just like talking and grieving our mothers together and raising our babies and talking motherhood and how we wanna show up in our marriages and to our husbands.

We up-leveled the way that she speaks to herself. We decided what identity she wants to carry as she goes through the next several months, like,

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implementing all of the things that we have talked about. And, you know, Katie started her coaching journey with me back in 2022. That was the first time she ever bought a package from me. She was stuck at \$7,000 a month, and she was running ragged. She had no time at all.

Like she told me, someone else is raising my kid. I hate it. I literally don't even have time to watch her at her practices and at her games. Somebody else is doing all of that for me. And now Katie sits around \$40,000 a month and has a ton of free time and is volunteering at her child's school, like, literally every day. And it is safe to say Katie's a really good friend of mine at this point.

And I just don't believe in keeping arm's length distance. And recently she told me that she had a family crisis and that she said, I thought numerous times about how thankful I was that I started this journey with you because I was able to fully be present with my family because of you. Like, I wasn't working while trying to balance this crisis. Like, I was 100 percent present. And I just kept thinking to myself how thankful I was.

And even though Katie used my coaching for years, she kind of just like reinvented her commitment to it just last week. So last week she went all in, she signed up for The Circle, she signed up for the 30-day one-to-one private intensive, and she just was like, I'm just gonna show up better and bigger in this coaching container than I ever have in my life. Like, I am reinventing how committed I am to Hell Yes Coaching.

And you guys, she is going to see insane results because of it. And so no matter how many times you have used coaching, no matter how many coaches you have used, no matter how many times it did work, it didn't work, you got off the bandwagon, you got back on the bandwagon, like whatever happened, it's obvious to me that there is a new level of commitment that you can turn on at any moment and you can just blow it the fuck up.

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Katie is creating something absolutely insane right here in Lexington, Kentucky, and her business went from a side hustle to a full-blown tri-state company once she went all in. So three claps for Katie. Massive congratulations to Katie and just a huge client spotlight on her today. I'm so proud of her.

All right. Now, let's get into the fact that my companies have brought in \$11.3 million since the pandemic. What? Oh, God, it blows my mind. All right, so I'm in reflection this morning and I was thinking about stuff and I started writing it down and it just flowed out of me. Like the spirit guides were alive, it was flowing out of me and I couldn't write fast enough. And this is what came out of me. A

long the path, I have learned a lot of lessons. Number one, okay, and I have what, eight? Yeah, I've got eight here. So number one, and this one hits home the most to me. You guys have heard me talk about it, But this is the thing that took me a solid three years to stop losing sleep over.

My innocent brain could not understand that this was possible. So when you're building something massive and you put yourself into the public eye, No matter how much effort and thought that you put into integrity and treating people the right way and being kind and doing the right thing, it doesn't matter. People will publicly claim anything they want about you with zero truth to it. Zero. Like, none. It's just a fucking free-for-all. It's amazing.

And so you'll have some people that claim they're friends with you who you've never met. And you will also have some people claim that you were the worst boss ever. And you know that you gave them every single thing they asked for and you treated them like family and you were just as kind and in line and professional as you possibly could have been. And it doesn't matter. They can say whatever they want about you.

There is something about getting into the public eye, whether you're massively well-known or just well-known in your community or just well-known in your industry or just well-known in your little bubble. There is

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something about standing on a pedestal that allows people to throw stones at you, especially when they're hiding behind a screen. And people will do things behind a screen that they never would have done in person.

And I was so innocent. Like, I didn't know people were capable of saying things that weren't true. Like, just blatantly, completely, like, totally biased facts that had absolutely nothing to do with the actual truth.

And the first time that it ever happened to me, people were claiming certain things that I said or that I did as a boss to them, and I just couldn't get over it. I could not get over it. So guys, that's just something I had to learn. That was the biggest lesson of all. I couldn't understand it, couldn't wrap my head around it. Now I can.

Now I understand where when people are in pain, when people don't have what they want and they see other people have what they want, when they see other people with happiness, when they see other people standing up and having strong opinions and all of that, it just stirs up shit inside of other people's minds and in their bodies and people act out.

So on your way to putting yourself onto a pedestal, in order to create movement, in order to lead people strongly, you have to understand that this is part of the game, period. Once I realized this is part of the game and I realized it wasn't me, it was something that just happens to everyone, I took a massive breath of relief and I sleep great at night.

Number two, it is imperative to take the everything else is extra approach. So I learned really on that I wasn't gonna live my life just chasing financial goals in order to make me feel happy. I wasn't going to be the person that was like, when I hit \$100,000, then I'll be happy. When I hit \$500,000, I'll be happy. When I hit a million, I'll be happy.

I decided a long time ago that \$50k a year was my forever goal, period. As long as I'm making \$50k a year, that's where I get to be happy. And everything else is just extra. It's just fun, it's just play. And this mindset changed my life, okay?

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Every dollar after \$50,000 is a celebration. It's not a push for more. It's not a push for like, I have to have more and more and more in hopes of when I hit that number, I will find happiness. And there are way too many business owners that are like, putting this carrot in front of their nose with this arbitrary number, just hoping that when they hit it, that is going to mean that they have made it instead of just believing that you've made it.

You fucking made it. You're here. You are doing better than your parents did. You are doing better than anyone in your family. You are like the top in your circle. You are doing really well. Your shit is paid for. You can afford groceries barely in this economy, but you can. You can put gas in your tank.

You can take that quick trip down to the beach to hang out with your friends like you have fucking made it. Why chase more and tell yourself that you haven't made it yet? You've made it. Everything else is extra. That's the approach you gotta take.

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For the first time ever, Hell Yes Live is coming to Kentucky at the luxury Manchester Hotel. This is the biggest and best business conference Kentucky has seen. Tickets are \$497 right now. On April 18th 2025, prices are going up to \$697.

And my friends, the prices keep going up from there so you want to lock it in right now. Hell Yes Live is an event that I put on around the country for years now. It is not your grandpa's business conference, okay? It's not just like a sit-down-and-take-notes event.

Hell Yes Live is a complete identity transformation. It is an interactive, intimate experience and the sold-out seats and the constant outpouring of testimonials speak for themselves. In three days, I take you through more intense business coaching, gap maps, profit creations, infrastructure, marketing strategies than you will get in most year-long coaching containers. We are not playing around over here.

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Millionaires have been made on repeat in this Hell Yes Live room. You will leave with the absolute unfuckwithable energy, ready to walk through fire in your company and not just with the excitement, but with the actual exact strategy to grow and propel your business to see a 100% increase this year.

A lot of my students are reporting 400%, 500%, 600%, and 700%, yes, I said 400%, 500%, 600% and 700% increases annually as they are coming to these events over and over every single year. Success is literally baked in at Hell Yes Live.

This event takes place July 15th through the 17th. You can purchase your VIP ticket that will give you an extra full-day experience with me added to the end on July 18th, including individualized coaching, a miniature professional photoshoot and much more.

This is the opportunity of the year, business owners. I hope to be toasting champagne with you on the Manchester Hotel rooftop restaurant the evening of our welcome reception on July 15th. Email us the words Hell Yes Live ticket at contact@hellyescoachingonline.com to secure your ticket, or find it in my Linktree on Instagram @1beccapike.

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Number three, on your pursuit to growth, you can never be above doing the dirty work that got you here. At any given moment, you need to be okay with taking off your fancy pantsuit to put on your sneakers and go back to hustling on the streets if you need to.

I personally don't fear losing all my money. I don't want to lose all my money. I'm going to be honest. I don't want to do that. I don't want to go down that road. But also, I don't fear it fear it. I don't think about it. I don't worry about it because I'm not above going back to waitressing while I build it all back.

Like I could fucking sling some drinks down at the pub, okay? You ain't never seen anybody sling some drinks like this. I'm gonna upcharge you.

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I'm gonna talk you into buying shots for the bar. I'm going to figure out ways that you are going to spend more money at my pub than you've ever spent in your life, and you're going to love it, and I'm going to get tipped big for it. I am made for this life. Okay?

So if you ever see me serving tables, don't feel sorry for me. I am in the zone building back my wealth twice as fast. I am not above it. And when you start realizing that you're not above going back to the dirty work, you're not above going back to all the networking events and all the hustle and like you're willing to go put signs, post signs around your neighborhood to get work. You know that you have it in you to build a business back up. Shit, it's all just fun and games after that.

The people that fear losing their money the most fear that they don't know how to make it back. But it's not that they don't know how to make it back. Not that they don't know how to make it back, it's usually an unwillingness to be seen making it back. Okay, that's some wise shit right there. I don't even know who said it, I just channeled that.

Number four, no one that is further along on the success path will ever say anything cross to you. Only empty hands ridicule. People living out their dreams will clap for you 100% of the time. Okay? They know what you're going through and what level of pressure you're sustaining in order to create the diamonds you're creating.

The people who ridicule you, they just don't get it. They don't get it. They're not there. They are not ahead of you on the path to success. And that's okay too. No one ahead of you on the path to success is going to talk shit about you unless they are worried that you're about to pass them up and they have unhealed emotional baggage, okay? Which is actually a compliment to you.

Number five, becoming wealthy does not look like what you thought it would. Okay? I can say this with so much confidence, especially if you are

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the type of wealthy person that continues to roll your money into the next investment.

So Mark and I don't have a large sum of cash sitting around. We don't look wealthy on paper when you look at our bank account. When you look at our assets, we look wealthy. So every time we build up a large sum of money, like let's say that I have this massive launch and I make \$100,000 in a day or \$500,000 in a month, that money goes into the next investment so that we can simply give it over and make it work for us.

As much as I would love to pretend that I'm driving my dream car and I'm living in my absolute dream house, I'm not. I'm living in a home that I never thought was possible for me until about four years ago, and I'm thankful for it, but is this crazy MTV Cribs? No, it's not. And do I kind of wish that I had a newer car? Yeah, but not really, because I know where my money's going and I know that I'm building a future that is like above and beyond what anyone could ever comprehend, right?

So I'm building my dream future, cashflow stays tight. I move large sums of money every day, I don't spend it. And so a lot of you guys think that when you start making this money, you're going to have this lavish lifestyle. And if you do it right, you won't.

You will have a lifestyle that is very much like you don't have to worry about bills, but you're just rolling your cash into something else, something bigger, so that when you are 50, 60, 70, you're just living on the interest and making a shit ton of money and living a very free, free life.

Number six, it does not fucking matter where you came from. I know kids who were given every resource and every opportunity and they threw it all away. I had a loving family who would have given me every opportunity, but they could not because they were deep in their own shit and we didn't have the money and I grew up around a lot of addiction and I made it through poverty as an early adult and some addiction myself.

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And you will only see me use that as fuel, not an excuse. If there's any part of you that says I don't have what I want because, and then you go into something about the opportunity that you were given or lack of or the childhood that you had or the way that you were raised, you better stop that shit right now.

Number seven, you will want to quit. Over the course of the five years, there has been at least three or four times that I was certain that I was fucking done with this life. But I try not to overthink those feelings. I just sit in them. I let them pass. Eventually, sometimes it takes a day. Sometimes it takes an hour. Sometimes I'm five days of don't talk to me, I'm going to quit any minute.

But guess what? It always passes because what I want to focus on is the eight million times that I have thanked my lucky stars that I did not quit. Those are the moments I want to think about. I would rather think of the eight million times that I have been abundantly clear that I was doing the right thing by not quitting than the four times a year that I'm certain I'm gonna quit. It's a no-brainer.

And last but not least, number eight, every second of pain and sacrifice and big investment is so worth it. So worth it. Call me crazy, but I would rather work relentlessly and bear the frustration of 10 straight years to build the life of my dreams than to get to my deathbed and wonder why I didn't go all out in this life in every single department.

And I know for sure that I have. Parenting, work, health, marriage, friendship, adventure, I gave it a 10 out of 10. I will head to heaven full of life experience and filled up on every emotion possible. Sadness, anger, joy, grief, love, despair, I want to feel it all.

I will look back and have so much love for that 20-year-old girl, that 30-year-old girl, the 35-year-old girl who had big dreams and just simply never stopped. But hopefully no heaven for me for like 60 years because I have a lot of shit left to do. So this is my message to you. Keep fucking going.

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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.

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.