

## Ep #205: Why You're Stuck at Six Figures or Less



### Full Episode Transcript

With Your Host

**Becca Pike**

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

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This conversation that I am about to have with you today, I wish someone would have had with me a long time ago. It is a massive piece to the puzzle when it comes to just hitting your goals and being the person you want to be and waking up every day and like actually living the life that you want to live. And I don't just mean like hitting revenue numbers, but hitting revenue numbers and actually having joy and being the mom and the wife that you want to be. Like this conversation is so important.

It is episode number 205. I'm 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.

Hi guys. So, listen, my mastermind met today, and I just started working with a lot of these clients just a few months ago, right? Back when I was in Miami at the Hell Yes Live event. The Hell Yes Live event is the kickoff to my mastermind. And I just met with them today. And I asked them, hey, what's going on? Like, today's our first session going into Q2. Q1 is complete. How was it? Like, give me the rundown. And one of my clients was like, hey, looked at my numbers. I'm up 25% this Q1 compared to last Q1.

But here's the kicker. Are you ready for this? Are you freaking ready for this? She's up 25% this Q1 compared to last Q1, and she saw 100 less clients this Q1 than she did last Q1. 100 less. This is a hair stylist that I

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work with. That means that she is working less and making 25% more. And she just started working with me last year, you guys.

Client number two came up and she told me that she's up 275% this Q1 in top line sales compared to last Q1, and she's seeing 50% less clients. This is what I'm talking about when I say work less and make more. This is what I mean. And a lot of what these clients have in common is the conversation that I'm going to have with you today.

But I just want to go through the next few. Client number three told me she had her biggest cash month ever last month, totaling \$2.3 million in volume in 30 days at her real estate company. Client number four told me his sales are out of the park this year, but he also wanted to celebrate that he was asked to be on two different stages just in the past week. One of them to be at Hell Yes Live coming up this July, and the other one is to speak to a room full of NFL players.

You guys, this guy was in prison not that long ago, and now he is guesting on stages and he is bringing in more money a month than a regular doctor's salary. Like what even is life? I am buzzing. And that's the thing, it's like what we're doing inside of my mastermind isn't just let me give you strategy. And I tell them this all the time. I'm like, listen, I when you're 80 years old, I don't want you to like be looking back at the pivotal moments of your life and your career and like what you built and who you became. I don't want you to think of Becca Pike and be like, "Oh yeah, the girl that taught me how to write Instagram hooks."

I want you to look back and be like, "Oh yeah, the girl that taught me how to be the biggest version of myself. The girl that taught me how to hold the most with ease. The girl that changed my perspective and changed the way that I thought about myself and thought about my responsibilities in my life and like gave myself the capacity and broke the glass ceilings enough times over that she helped me to become this version that I am today."

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And that is exactly what we're talking about today. I want to talk to you all about just this capacity, this glass ceiling that we have around ourselves in all these different places. And all of us have this, right? So like every business owner, every person has a capacity, an emotional capacity for what they can handle, what they can hold, what they can like, what fires they can walk through.

And I'm going to break down these categories of resistance and these categories of glass ceilings that my clients are seeing. And when we break through these glass ceilings, what happens on the other side, okay? So the first one that I see probably the most is a resistance, and again, this is subconscious. This isn't like my clients come to me and they're like, "Hey, I'm trying to hit a million dollars, but I have a resistance to X, Y, and Z." They might be aware enough, but they might not be. What it usually looks like is, I'm trying to hit a million dollars and I just keep hitting this ceiling. I keep hitting this certain number and I'm stuck at this number and I don't know why and I can't see past it. And that's where I come in and we try to depict exactly what resistance is coming up for them.

So the first one I want to talk about is a resistance to more clients, okay? Like your brain is saying, I want more clients. However, you also have thoughts going on in the back of your mind that's like, well, if I have more clients, that's more people to please and more people that I hope are going to be happy with me. And there's more of a chance of someone getting angry and there's also just more visibility and there's more things that I would need to handle on the day-to-day and like what if I, you know, hired a client that was well above and beyond my scope of practice?

Like as a business coach, what if someone hires me that's making more money than me and I don't know how to coach them? Like there's all of these thoughts that are going on inside of someone's mind when they have a resistance to having more clients. Most of the time it's just a fear of like more clients equals more work or more clients equals more visibility. And if you're having this resistance at all, you are going to cap all of the time and

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you're not going to know why you're capped. You're just going to feel like you're trying really hard to have more clients and there's going to be these very subtle things that you're doing to keep the clients away.

You're going to be not selling as much. You're going to be not taking on consults when you need to be taking on consults. You're going to be turning down certain clients because you aren't positive that they are going to be the right fit or you aren't positive that you're going to be able to hold and handle this many clients. And so having the introspective awareness to be like, "Oh, I'm capable of holding more clients and more clients is safe. More clients is actually safer than less clients. More money is safer than less money," right? And knowing that whatever happens, like yes, you might bring on 100 more clients and five of them might be bad apples that come in and they want their money back and they want to talk trash and they want this, but having the capacity to say, "I can handle that."

Oh, like not a big deal. If that comes, if the 0.1% of my audience that comes and is having a bad time, I can just let them go and that's not a big deal and I'm not going to hold myself back from having more clients just because that is a possibility, right?

Another resistance that we see often is a resistance to social media and visibility. Visibility especially. Social media is just a tool that is very, it makes your visibility worries very obvious, right? So if I show up in the most unleashed version of myself, if I show up in a way that like is just, you know, truly me, like truly what I believe, whether it's my political views or whether it's just my views on business or like what I believe goes against the grain of what most experts are saying, but I'm not willing to say it.

Or I want to show up and I want to dance on reels and I want to look silly and I want to look whatever. I want to just be myself or I want to say the scary thing. I want to say the thing that nobody else is saying. But I might get cancelled. I might get judged. What will my parents think? What if people, you know, see me for the real me and then they stop, you know, buying from me or they think I'm a fraud or they think this or they think that.

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And these are all like visibility wounds. These are a visibility glass ceiling, right?

So it's interesting how we want to be millionaires, but we don't want to have the millionaire problems. And that's where you got to get really clear with yourself. Like you can't say, "I want to make a million dollars online," and also say, "But I'm unwilling to put myself in a place where people can throw stones." Because that's exactly how you make millions of dollars online. You can't pick and choose. Does that make sense?

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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.

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.



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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](mailto:contact@hellyescoachingonline.com) to secure your ticket, or find it in my Linktree on Instagram @1beccapike.

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There's also we see a resistance to more money, okay? And this is a big one. A lot of people have this. Well, if I bring in more money, that equals a lot more stress because there might be higher payroll, there might be taxes or investments, or I just don't know if I'm good with money or I don't know how to hold the money or I don't trust myself with money. Like I will have to be able to see a higher number in my bank account and not spend it or not make it mean something about myself. Maybe you even have ideas and thoughts about what more money means like to you as a person. Maybe you grew up and your parents told you that having more money was stressful or it made you a bad person or it made you a mean person or whatever, whatever it was.

This resistance to having more money is real. It is a real thing for a lot of us. And being able to see that and be able to get our central nervous system to calm down enough to know, I'm allowed to have more money and I'm good with money. And whatever I'm not good at with money, I can just hire help. I can surround myself with CFOs and CPAs. I can ask

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questions. I can handle it. When you raise your glass ceiling, when you raise your capacity, when you raise this, you are able to hold more. But if you aren't willing to go into the scary place, then you're never going to stretch your edges.

The only way to stretch your edges on visibility is to go be more visible, to go get uncomfortable and be more visible and that is going to stretch your capacity and you're going to realize that you showed up, you didn't die, and in fact, it helped. It helped you get more views. It helped you get more people to your page. It helped you. You have to train your nervous system that you are safe with visibility. You have to train your nervous system that you are safe with more clients. So you have to bring on the clients and you have to stretch your edges and you have to be okay with having more money, right? Because this resistance, it only goes away as you prove that you are safe within it.

You might have a resistance to more overall responsibility, right? Like I will have more people to pay if I grow and get more successful. I will have more people that need me if I grow and become more successful. I will have more people asking me for things, more people needing to train and I need to grow and I need to manage. I have more people counting on me. And that is a resistance. It's, I don't want to be the person responsible for such a big vision. I don't want to be the person responsible for putting food on the table for all of these families. And this is where we stretch our edges.

I want to go backwards for a second. I just had a thought about the resistance to more money. And you know, I was talking to my mastermind students yesterday, and this is a conversation that we have often, which is like there is a level of strategy that gets you to like two, \$300,000 years. But then after that, it's not really about how you, you know, use your ad spend. It's not really about how you put your hooks onto your reels. It's not really about the thumbnails that you put on your videos. Like it's more about getting out of survival and changing your energy and your frequency over to abundance because nobody needs a million dollars. No one needs a



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million dollars. So when you come at a million dollars like you need it, it's going to repel it. It is going to, like, it's not the same wavelength.

And changing from survival into abundance and joy and fun, no one teaches you that you have to go from, okay, I got to check all the boxes and I got to make sure I'm doing this and make sure I'm doing that to I've got to switch over now to have fun and joy and high capacity and to keep myself in my power, no matter what kind of day it is. And people are attracted to that and people want to be led by that.

And one of those things that I see the most is this resistance to money. And I was talking to one of my clients, and this is fucking gold and I hope that if you hear anything from this episode, this is what you hear. But one of my students was saying, you know, like she has a fear because she raised her prices to \$18k and they were \$6k. And she was like, you know, we had such a good response. All these people came in at \$18k, but now I kind of have this fear of losing someone because it's a lot further of a fall. Like if I lost a client or they didn't resign, I only lost \$6k and now I'm losing \$18k.

And I said, you know, the thing that's going to heal this is understanding that you don't have \$18k being neutral yet. Like it doesn't feel neutral to you. You have all these fears and these worries and these and these things about \$18k and it's this big number. And when you're coming at it like that, then it's going to feel like this big number to them as well and you're going to be afraid to lose someone at \$18k. But when you've normalized \$18k, or you have spent, you know, \$50,000 this year on a coach, you have normalized that, right? And how are you supposed to bring in multiple people that are paying you, you know, \$25,000 if you don't have the ability to so easily give it?

Like if you have all this fear around, oh my gosh, I need to invest my \$25k into a coach and it better work. And she's not like this by the way, but if you have to hand it over and you have all of this worry and all of this concern and like, I've got to watch it leave my bank account and I've got to think about it and I've got to make it worth it and I got to make sure that every

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single interaction that I have is worth \$2,000 and like, if you have that much emotion around \$25k, how are you ever going to receive it easily? And how are you ever going to allow someone to leave your container and not feel like shit? Right?

Like I want you to normalize such big large amounts of money that you don't really even notice when someone doesn't resign besides the fact that you love them and you're going to miss them, but it has nothing to do with the money that they're providing you. Like you've made it so neutral and you've made big investments so neutral that your company just plows on when people drop off or when people come in. Like you don't have a visceral reaction when five people come in and they want to spend really big money.

I see a lot of coaches and I mean this goes for all business owners, but I do see a lot of coaches who will have a large group of people that want to work with them all of a sudden and their nervous system just shoots through the roof. Like, oh my god. I need to be on call. I need to make it worth it. I need to make sure that I am the absolute best I can be. I need to be available 24 hours a day. I need to make sure that I'm giving just the most insane over the top coaching. And this is where they burn out because they haven't neutralized large sums of money being passed in and out.

You know, my husband and I, we spend a lot of money on investments. And these are just, you know, investments in our investment portfolio, but they're also on coaches and they're also on building the brick and mortars and, you know, we're getting ready to sign \$300,000 away to a contractor, you know, to build our next location. We're just moving large sums of money all of the time.

And so you can imagine that when large sums of money come into my bank account, I have neutralized it. I'm not in a place where I like get my, you know, panties in a wad. I'm just watching it come in and I'm using it and I'm moving it and I'm playing with it and I'm having fun with it and I'm

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enjoying it. And if someone were to leave my mastermind and not re up, like it wouldn't send me into a tizzy. And this is called capacity.

This is where the capacity conversation is so, so, so big. How many of you are, like, are you allowing one person dropping off to like ruin your week? Are you allowing one person's default to ruin your week? Are you allowing those people that called in to reschedule and then never rescheduled ruin your week? Like this is a capacity conversation and when you're able to hold yourself and you're able to hold just the uncomfot of people coming in and out of your world, you are going to be such a powerful being. And until then you're not.

And this is where people go from multi six figures to multi seven figures. It's in this conversation. Can you have a, you know, busy day filled with clients and stretch yourself moneywise and stretch yourself with how many clients you have and stretch yourself with the responsibility and stretch yourself with the visibility and still be in your power? Or are you stretching yourself and crumbling? And then it takes you two weeks to pick yourself back up.

Right? Like we can't have a resistance to more work without being able to say, okay, I am afraid of more work, but here I am stepping into the power of being someone who's capable of handling more work. Here I am stepping into my power of just making decisions quickly. Boom, boom, boom, we're moving on. Like that's the CEO energy. That's the mature CEO energy versus, okay, I need to make a decision about this client who defaulted. I'm going to think about it for a few days. I'm going to consult with my lawyer. I'm going to consult with my friends. I'm going to consult. I'm going to think about it. I'm going to stress about it. And no, like when shit comes to my email list, like when my VA emails me a problem that we're having, boom, done, decision made. We're moving on. I'm holding my power. I have the capacity to handle really big decisions and still have a full day of work. I have the capacity to handle somebody coming in and saying terrible things about me and cancelling me on my comment section and boom, we're moving on. Next thing, right?

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So like this is the thing that takes you from multi six to seven figures. It is just simply, do you have the capacity for millionaire problems? Or do you just want to be a millionaire, but you don't want to deal with the millionaire problems? And if you find that that is true, you're like, oh my gosh, I think you're right. Like I think I do. I have this goal, but I'm not willing to be that visible. I'm not willing to hold that much responsibility. I'm not willing to work that hard. That's great. Just have that awareness and now you get to do something about it. Now you get to step into the version of you that does something about it.

All right guys, I hope this helps. I cannot wait to see you guys at Hell Yes Live in July. You should see the venue that we booked out. You should see the lineup that we have. It is out of this world. All of the speakers, all of the food, all of the drinks, the venue, the shit that I'm taking you through in this three days. You all, I am telling you right now. And if you haven't bought your VIP ticket for the fourth day, you're going to be really sorry. The fourth day is going to be absolutely insane.

But you are going to come to this three-day event, four-day event. You are going to literally walk away with everything you need for the year. You are going to know exactly what you need to do, what is missing, who you need to become. Like when I say that what we do inside of the walls of Hell Yes Live is magic, I mean, it is freaking magic. And if you already know that you want to be in my world and you want to be in a close proximity and you want me in your ear for the next six months, you need to go ahead and apply for the Scale to Seven Mastermind right now.

So it is what, April. We are going to have deadlines soon and then we're getting started in July. And the July to December round of the Scale to Seven Mastermind is going to be the best one yet. So go ahead, get those applications in and be sure that you are buying your tickets to Hell Yes Live. I love you guys. Have a great day.

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.

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