

Ep #208: Why Success Comes from Within



Full Episode Transcript

With Your Host

Becca Pike

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

Ep #208: Why Success Comes from Within

What's up my friends? I am on one today. This is episode number 208. 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.

Have you ever been shopping? You have an event and you need to dress yourself and you know what you want to get. And you show up at the store and everything is just fitting right. It is feeling damn good. The jeans are looking good, the slacks are looking good, the shoes are fitting right. You look hot in everything that you try on. You know that everything you try on is going to work, right? You're just in the vibes, right?

These experiences are few and far between. I understand. However, there's also situations where you go into the store and you have the same body, and you try on the same clothes, and nothing works. And it feels like shit. And you can't stand it. And everything that you put on, you're like, nope, nope, nope. You have all these thoughts and maybe you're over-caffeinated, you're under-slept, you haven't eaten, your blood sugar's low, you're just not feeling good about yourself, even though the circumstances themselves are not different.

It's still the same clothes, it's still the same body, it's still the same person, it's still the same mirrors and the same angles and the same lighting, but two totally different feelings about the clothes that you're trying on. So, it's

Ep #208: Why Success Comes from Within

not the actual circumstance itself, it's just the vibe that you're in. It's the frequency that you're in. Sometimes you remember who the fuck you are. You look good. You feel good. You show up and everything fits just right.

And guys, this is what I want to talk about for today in business. I have worked with so many people. And one of the most underlying problems that I see is that people are walking around all of the time in this vibe, in this frequency of something's missing. Something's missing. I'm not having a fantastic year. I'm not having a fantastic launch. I'm not having fantastic sales because it must be that I am missing... I'm missing the content hack. I'm missing the freebie. I'm missing the course that if I just had that course, I would own it. I would know what I'm doing.

Maybe it's I don't have the right ads team. Maybe I don't have the right podcast team. Maybe I don't understand how to actually sell at a podcast. Maybe I don't this, X Y and Z. I'm missing, I'm missing something. When in reality, the only thing they're missing is the fact that they feel they're missing something.

The only thing that's not working is the fact that you feel something's not working. And so you're spending all this time and energy thinking something's not working and searching for the thing that's not working when you have all of the cards at play.

You have all the resources you need to have your biggest year yet. And if you would just step into the vibe and into the frequency of holy shit, I am capable of so much. I am an expert in my field. I am really good at what I do. People that work with me get really big results. I am killing it. I am the smartest person I know in this field. Like when you act like that and not act like something is missing, it completely changes the game.

—

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

Ep #208: Why Success Comes from Within

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.

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.

Ep #208: Why Success Comes from Within

This is why in the last year and a half, I have started putting my power first. This is what I'm doing first before anything else. You will not find me anymore with the habit of waking up, rolling out of bed, coming down to work on my content. Because I'm not in the frequency I need to be in.

And sometimes I have clients that come to me and they say, I don't feel I know what to write. I don't know how to write content. I don't know how to write emails. I don't know how to write this. I don't know how to write that. And it's not actually a content problem. It's a mood problem. It's a frequency problem. It's a problem with how you are feeling.

And so for me, my power comes first. I come downstairs and I drink my coffee, I do my things, put on my shoes, I go for a walk. I listen to the music that makes me feel really powerful. I go to CrossFit and I lift a bunch of heavy ass weights. I take a shower. I start feeling good. I plug into my coach. I plug into YouTube videos that make me feel really good. I become very powerful first.

That is the most important thing to me. And then from there, I'm able to write content. From there, I'm able to make decisions. From there, I trust myself and I know that whatever I do is right and is good. As opposed to, some of you guys are making content from a place of nothing's working, I must be missing something, and I'm dehydrated and I'm exhausted, and I'm not feeling good, and I hope that I can say something that really moves people to buy from me.

And that's not the vibe. That's not how it works. And I can hear you guys saying, but Becca, what about the fact that I haven't had my biggest year yet? I can't just start acting I've had my biggest year yet. I can't just lie. No, you don't need to lie about anything, ever. You can always stay in integrity, but you can move through life as if you are the expert. As if you are really good at what you do. As if all of the people that are watching you, if they would just hire you, 99% of their problems would be fixed.

Ep #208: Why Success Comes from Within

This is why I put my power first because the foundation of how I'm feeling comes across in all of my content, in all of my sales, in the way that I show up, in the way that I coach, in the way that I lead my staff, in the way that I lead my family. And you guys know this. I know for a fact that you probably have moments of this, maybe every third or fourth or fifth day. You have a moment of, damn, I'm doing fucking great. I really am good at what I do. And from this place, you come up with really good content. And you're just like, I wish I could tap into that all the time.

Well, you can, right? So instead of waiting every four or five days to feel really good in order to write the content, you can reverse engineer it and you can start feeling really good by powerfully choosing your power every morning, by powerfully choosing the frequency you're in, by saying I'm not showing up for anyone else before I show up for myself. And becoming that person before you ever go public facing, before you ever write an email, before you ever write a story, before you ever write a post, before you ever coach someone, before you ever see a client.

So nothing is in the way, okay? The idea that something is in the way, the idea that I thought that I was going to learn more from my coach, so I guess I just got to wait till I can find another coach. Oh, I thought that this algorithm was going to change. I thought that learning this copy formula was going to change everything, but I must be missing something.

Oh, I thought that my staff member or my ads team, I was going to hire them and things were going to be fixed and now it's not and it must be them. It must be something in the way. I must not know how to launch. I must not have the right freebie. I must not have the right low-ticket offer. I must not have the right high-ticket offer. I must be missing something.

That energy has got to go. It's got to go, right? As opposed to, I know who the fuck I am. And being in the power of what I do is right, the decisions I make are right, my freebie is right, and coming from an abundance of if my freebie isn't working, I can make a thousand more freebies and AB test

Ep #208: Why Success Comes from Within

every single one of them because I have an abundance of time, an abundance of energy, and I was built for this career.

All right guys? So that's just a little tidbit for you to take with you throughout the day and asking yourself how you're showing up. All right? It is May. In The Circle in May, we are doing all things memberships and monthly recurring revenue. You guys, this is where we spend 30 days and we really hammer home how to build your monthly recurring revenue and how to implement really solid memberships.

As you guys know in my coaching world, I have several memberships. I've got the Scale to Seven Mastermind for six months. I've got The Circle, which is one year where you get all of my courses, all of my classes, all of that included plus business coaching.

And now you guys know that I have a brand new low-ticket membership at \$99 a month called Millionaire in My Pocket. And you guys, it is straight fire in there. I just had one of my clients contact me and she said, "Becca, I would literally pay over a thousand dollars for Millionaire in my Pocket. I cannot believe it's included inside of The Circle. This is the best." And it is. It's the best.

If you like me going off on riffs and training you, you've taken my classes before, you're going to love Millionaire in My Pocket. I go over everything from how to land a client today, how to use formulas in your copy, how to write the best hooks so that people are reading your content all the way through, how to get yourself into a power state, exactly what I do to get myself into a power state, and how I went from zero dollars MRR to \$200,000 a month MRR, and so much more.

So I will see you inside of Millionaire in My Pocket. And if you have not bought your Hell Yes Live ticket, what are you doing, girl? See you guys 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

Ep #208: Why Success Comes from Within

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.