

Ep #209: Medical Perfectionism: The Silent Business Killer for Healthcare Entrepreneurs



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With Your Host

Becca Pike

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

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This one today is for all of my medical babies. My nurse practitioners, my dentists, my chiropractors, my speech therapists, my med spa owners, my RNs, my medical massage therapy practices, my physical therapists, my medical women. This one is for you guys. This is episode 209. 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.

With all due respect, we need to slap the nursing student out of you. Listen, I have worked with so many medical professionals. In fact, I've even considered "niching down" to "I work with medical practices." I don't want to niche down to that though because I love my coaches. I love my real estate agents. I love my bookkeepers. But there is this corner of my universe that is just plowed out for my medical students. I have worked with so many med spas. I have worked with so many speech therapists, lactation consultants, physical therapists. This is my jam.

When it comes to having a brick-and-mortar building and having a medical service that you provide, and then booking that place out with clients and making it super sustainable and having contractors and W2s working under you, this is my jam. Alright? But when it comes to medical-based brains, there is some nursing student, medical education that I just want to shake out of you. Shake it out of you.

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And I get it. I was here too. You've been deeply trained to follow text. You are very educational based. It is what got you here. It's good. It's great. You are trained to do things the right way. You have to. Under medical circumstances, you have to follow a textbook, period. You have to be an obedient student who gets good grades in order to move to the next certification, to the next licensure. I get that. But it's killing your business.

So, in your mind, you've been trained that everything is black or white. This is how you inject. This is how you don't inject. This is how the tongue has to sit in speech therapy when you're creating this sound. This is how the tongue does not sit, right? When you're a massage therapist, it's like this muscle connects to this ligament and this bone and this tendon, and that's it. Period. It's very black or white. Gray has been washed out of your brain, causing you to not ever, under any circumstance, throw spaghetti against the wall and try random shit. Right?

Like, could you imagine being like, I don't really know how to draw blood, but I'm just going to try? You would never do that. But that's the actual recipe to success when it comes to business building, and that is pulled out of so many medical students' brains, and it has to be retaught.

I have a medical background, I get it. I went to the University of Kentucky and was majoring in kinesiology and sports medicine. I did all of the pre-med classes, and then on top of that, I ended up going to school for a year and a half for sports massage therapy. And I had to leave that part of my brain in the dust when it came to growing my companies, and I haven't looked back. I've been too busy making money and having a relaxed ass life, okay?

And I've worked with all of these med spas and these speech therapists and all of these people, and I've taken almost all of them to multiple six figures and a good amount of them to multiple seven, and a couple of them to eight figures. And I've seen the patterns. I know how your all's brains works. You guys are really hard workers.

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I love my NPs in particular. My nurse practitioners are some of the hardest working, no excuses, coachable, like, "I'll do whatever you say" students. And this is why they get the most return out of working with me. But also, I can see how stressed to get it right they are.

And it is imperative that you have to stop trying to be perfect, that you have to stop working yourself to death, that you have to stop acting like you're working in a hospital. You have to stop ignoring all of your good ideas because they aren't, "what's recommended." You have to stop normalizing coming home each day on your deathbed, like you just got out of a war zone medical room and you've been on your feet for 36 hours. You got to stop thinking of your time as clocking in and clocking out and being on an hourly pay. That's not how you get paid anymore.

If you want to grow your business, you have to leave all of that in the dust. And you definitely have to stop only looking for business advice from other medical students who are just as stressed out and Western educated and trying to be perfect as you are. That is an echo chamber of other overworked, ex-hospital, battle zone, textbook princesses. Right? You're not in survival anymore.

You got to get that hospital life out of your system. You got to get that textbook life out of your system. The textbook comes into play when you are doing your medical treatments, period, but that's not how you get more clients in the door. That's not how you make it more scalable. It's not how you hire and manage people. It's not how you train people. And you're capping your income.

So you're a business owner now. You get paid based on your ability to get people to trust you, which you're good at, right? Like that's literally part of your bedside manner as a, as a medical professional. But it has to be honed in. You got to get paid based on your branding. You get paid based on your reputation, but only if you know how to market that reputation. You

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can be the best injector on the planet. You can be the best chiropractor on the planet. You can be the best dentist on the planet.

But if you don't know how to market that, and you have to step outside of your textbook brain in order to do so, it is going to definitely be really hard for you to grow your company at the capacity that is possible for you. Right? You get paid now based on your willingness to throw spaghetti against the wall.

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 to secure your ticket, or find it in my Linktree on Instagram @1beccapike.

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So, I want you to slow down your nervous system, your nursing nervous system, and I want you to start running your business the way that I teach you in my world. I have an entire framework how I've done this with all of my medical-based students. And the number one thing they say is, "Oh my God, I've never felt so safe. I didn't know I could be relaxed. I didn't even realize I was running around like a chicken with my head cut off. I didn't realize I was running around the way that I did in the hospital. I didn't realize it could be this easy in private practice."

But you're not only going to make more money when you do this, you're going to start detaching from this identity that is like workhorse, grind identity, and you're going to start allowing this calmness to flow through you again. But you won't do this accidentally. You have to follow frameworks. You have to know what you're doing. You have to have accountability.

You have to have someone being like, "Hey, snap out of it." And if you keep looking around to all of your other med student friends, you're going to be

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in that echo chamber of the culture that you guys have, which is work till you die, hard work, perfection, and that is not it. That's not the vibe, right?

Ask any of my millionaire medical private practice owners. We have spent time and effort calming their nervous system and building sustainable efforts that have been from throwing spaghetti at the wall and not perfecting it and not doing it by the text. And this is where you are going to shine. So when it comes again to your medical treatments, you're following textbook, you're going for perfection. But when it comes to business, we got to slap that out of you. You almost have to transition, you have to put a totally different hat on, and that's what I'm here to show you how to do.

Guys, the best place to do this is inside my world in the Scale to Seven Mastermind. Now, guys, my mastermind, I only launch twice a year. You can only join it in July and in January. So if you are wanting to get high-touch access to me, you want to have access to all of my teachings, all of the workshops, business coaching with me one-to-one, Hell Yes Live tickets in your pocket, you want to be at the top, top, top tier of working with me, you are going to want to jump into my July Mastermind.

We start on July 15th at the Hell Yes Live event. That is the kickoff party, and it goes until January of 2026. We already have people signed up for the July event as well as January 2026 and July of 2026. Scale to Seven Mastermind is the mastermind that I have been running for years. It has so many beautiful testimonials coming out of this container. We have a reputation that is absolutely beautiful. I have watched people come in here and stay in here for years and years and years because they just cannot get enough.

You guys, this is where I make my multi-six, multi-seven, and eight-figure earners inside of this mastermind. This is the container that you come into when you are tired of hearing people say that it takes forever to grow a million-dollar practice. When you are tired of hearing people say you are going to be exhausted from building a million-dollar practice. I am the

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mentor for you when you want to have that nasty, fat, fur coat bank account, but you want to feel calm and collected while you're doing it.

I am the mentor you hire when you don't want to just own one successful company, you want to own multiple seven-figure companies that bring in cash all day, every day when you're hiking the trails with your husband. I'm the mentor you hire when you don't believe that the people who say that you have to grow your business slower because you're a mom. You know that you're stronger and you're more capable because you're a mom, and you know that you're in the fast lane because you're a mom.

Okay? I'm the mentor you hire when you believe that the million-dollar mark is just the beginning, and this is exactly what we are doing inside of the Scale to Seven Mastermind for the ninth round. I cannot believe we've been doing this for nine rounds. Oh, I fucking love it. I love it. Have a great day, you guys. I will see you inside of Scale to Seven Mastermind.

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.