

**Ep #210: The Mini-Mind:
Identity Shifts in a Six-Week Intensive**



Full Episode Transcript

With Your Host

Becca Pike

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

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I just wrapped up the final call of our six-week mini-mind. Now, if you've been in a mini-mind with me, you know that these are really energetic, quick-hit, potent mini-minds. Like we get in there, we're only in there for six weeks. We are doing a lot of shit in six weeks. And so it's a very high-energy space. And this last round, I had five women in there that were amazing. I mean, like really, really amazing.

I watched some of them go through some pretty crazy identity shifts in the last six weeks, like completely tearing down who they thought they needed to be in order to own a business and building out what could be in order to own a business. I've watched them get rid of resistance to delegation and, you know, grow their capacity for having more people in their space and being more seen and being more just in the limelight on social media. I've watched as they've gotten rid of fears. Like we just lived a thousand lives inside of this mini-mind.

And so today, I am going to gift you guys with the final call of this mini-mind. We're going to be talking about some of the celebrations and also some of the things that they learned, but there's also just a lot of nuggets. Like we're just having a conversation. We're just five women sitting down, hanging out, and having a full-blown conversation about business. And there's some really great wisdom in this episode.

But before we get to that episode, can I just say, holy shit. You guys, I am blown away at what is happening with Hell Yes Live. Like for real, for real. You know, we have always put our back into it with Hell Yes Live. We have always overdelivered. It has been three days of the best coaching you can possibly receive. But it's been very intimate. It's been very small. There's been 15, 16, 17 people there. Sometimes, you know, one time we did a round and it had four people there. And we still did it. I still presented it like it was the biggest event of the year. And I'm so proud of myself for that because here we are.

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We are a few weeks away from Hell Yes Live 2025 in Lexington, Kentucky. And we have almost 70 people signed up. 70. And we're just getting started. I feel like the ticket sales are starting to really roll in now. Now that we're getting closer. We have all of the people that like buy their tickets in advance and they're like super on top of it. And now we're starting to get into the type of consumers that are like me, where they're like last-minute buyers. You guys are like buying your tickets in the final weeks. So, we're starting to really see them roll in.

We're having a ton of people upgrading to the VIP experience, which is so freaking fun. And I still can't get over the venue that we locked in. It is the most beautiful place on the freaking planet. And I cannot wait to show Lexington, Kentucky to my non-local students. And I cannot wait to squeeze and hug all of my students that I have never met in person, who have always lived on a little box in my screen. And I can't wait to see all of the people that are returning for their third, fourth, fifth Hell Yes Live. So, if you have not bought your ticket, now is the time, you guys. This is the live event that you do not want to miss. I guarantee that.

Alright, this is episode 210. 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.

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Becca Pike: Sometimes, what's crazy is people get stressed that they're stressed. Like, that is the stressful thing that they're like, I shouldn't be stressed, or I shouldn't have this much on my plate, or there's like some sort of like, I don't know, thoughts about being stressed and needing to get out of it. And it just a reminder that it's okay to have moments where you have more things to do. And feeling stressed is a choice. Like, person A can have 30 things on their to-do lists and not really have any thoughts about it.

And person B can have the exact same 30 things to do on their to-do list. And they are like at their breaking point. It really is a decision. Even though it doesn't feel like it at the time, and I get that, and I know that, and I understand. But you can choose to just like do all of your things without any mind drama. And you can also give yourself a lot of grace that like, it's okay to just kind of be maxed out for a minute. You're in the middle of a move and you're doing a bunch of stuff and you can just take a big breath. You're going to get the stuff done. It's going to happen one way or another. So, no sense in like worrying about it.

Client 1: I think how I'm seeing it today is that I really do have a lot to do and I'm doing other things today. So it's not like I haven't been doing anything. I've been doing lots of things. And what I've just kind of decided is, I've got lots of clients contacting me wanting to book this, wanting to clarify that. And I've just said to them, I will get back to you later today, just to do all the things that I plan to do and then at some point, maybe like around 8:00 in the evening when the kids are in bed, then I can just go right, all those things that have been happening today, I can now do them.

Becca Pike: Well, you will get it all done and you can mark off a lot of the stuff on your lists. It's amazing. Us list listers, we list.

Client 2: I'm a list lister.

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Becca Pike: I know. And if you're a list lister, then you're listing everything and a lot of the stuff can just be marked off because it's not absolutely urgent. It's things you want to get done. It's things that you would like to have done. But I highly suggest sitting down with your list and saying, if I only had 48 hours, what needs to be done first? And looking at it from that view every single day. Yeah, and not letting yourself have drama about it.

I've told this story before and I'm going to tell it again and as I'm telling this, I want you guys to know I don't have any judgment on this person. Like this is just the way that her brain works, but there's someone in my family-ish. My husband and I have talked about like we kind of are like, what's up with this? What's going on over here? She tends to get really upset that she has a lot of stuff to do when there's not like - it's not that much to do, right? But this is just where her brain goes.

So like she'll call us super stressed out. I've got the busiest day today. I don't know how I'm going to do it. I need to go drop off this package and I need to pick up my daughter from soccer. And like she'll like list off two things. And she's like, can you help me? Can somebody help me? Like I don't know. I can't do it. I can't do it all. And she's just like spiraling. And this is a like, often. She's telling us like she can't handle everything that's on her plate. Again, no judgment.

She doesn't have a job. She's a stay-at-home mom, but her kids are all grown and in school for the whole day and she's at home, she doesn't work. She doesn't really, I don't know. Like there's just objectively, there is not much on her plate. She's maxed to the brim. It's like a psychology experiment. Like I want to kind of get into her brain and see how that happened or where it went. Like because objectively, you know, you we have eight times more on our plate in a given day. And we're kind of chill about it and relaxed about it. And it's just like we talk about it. Like, you know, this is how the brain works.

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Different people have different capacities and like her capacity might be smaller, but she's still at her max. It doesn't mean it's not painful. She really is going through it. You can see it in her eyes. Like she's stressed. It doesn't mean that it's not stressful. It is stressful to her. But that's where different people have different capacities and you just have a you have a choice. You kind of have a choice at how you can look at your perspective of your day and all of the things that you need to get done.

And so, I don't know if that's helpful, but just something to consider is you get to have a lot of things on your plate and deal with them however you please. Whether that is some days you're in panic and some days you're not or you tend to rise above the panic all of the time. It's all capacity.

Client 2: I think one thing, I'll say very quickly, that you had said about, oh, I'm really grateful that I've got this bill because it means that I'm doing this, it means that I'm doing that. So, I sit here and I've got this multitude of things to do of my move and I'm like, holy shit, I am doing the move. I am getting a huge spin and I'm building it out. Like, okay, it's coming with all these things, but it's also like that's the trade-off.

Becca Pike: Yeah, it's just a huge reminder like anytime that we get stressed, like what are you actually stressed about? You're stressed that you have kids? Like you have tiny humans that love you and think you're amazing and they're going to grow old with you and take care of you forever and they're your best friends and you all of your love is packed in. Like, that's what we're stressed about?

We're stressed that we have a job that gives us money all of the time and is consistent and we make our own hours and we get to do whatever we want. Are we stressed that we, you know, have to go to the grocery store where there's just food readily available and we have the money to purchase anything that we want at any time? We just put it in our cart and we just scan it across a computer and then we get to put it in our car that's

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like a box with wheels and it just drives and it just takes us anywhere we want to go and we can just fill it with gas and like, you know what I mean?

Like, and I'm not saying I don't get stressed. I do, but I, like you said, I tend to have a pretty decent hold on perspective as well, which is like, okay, what I'm feeling stressed about is like what makes my life actually genuinely happy.

Okay, welcome to the mini-mind. Guys, it's our last call. It's so crazy. So this is what we're going to do. We're going to have our call today and then we're still going to have our sixth week of Messenger. And then next week at the end of the day on Monday, I will close the Messenger. So we'll have our talk and then we'll have just normal Messenger time for another seven days after today. Okay?

But what I would like to do is spend this time, I'm going to spend about 20 minutes here and then we'll go on to hot seat coaching. But I want us to recap and I'm going to give you guys the floor a little bit more here on this first half of the call. And what I want you to do is I want you to come up and I want you to talk about some of the minor or major shifts that you've had in the last six weeks. It could be anything.

It could be something I said. It could be something Danielle said. It could be something Maggie said. It could be a conversation that was had. It could be an a-ha moment. It could be something subtle. It could be a habit you've already created that you just compounded on once you came in. It could be just seeing the way that I run a mini-mind. It could be seeing the way that I do certain things.

So take up a little bit of space here. We're not in a rush because I want you guys to really anchor in this six weeks. Not that it's over, we still have another seven days together, but we, this is our last face-to-face conversation. And I want you to just walk away from this mini-mind and just

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remember the things that mattered the most. Okay? So who wants to come up first?

Client 3: I think for me, the major gift of this space, this investment was the self-concept shift that came with it and the permission for myself to just play in a different level of authority and ease. The space for me to kind of witness where I'm still maybe being performative or still holding back versus how I really want to lead myself, other people, the energy, like the space that I really do want to take up. It's been really cool even though there's so many different like niches in here, I guess.

I've loved watching you coach and lead that, the threads that are like coherent through anything. You know, the threads of anybody creating and doing anything, the support, the expansion, the mindset stuff that comes up, the humanity of it all. It's just a cool reminder that everybody at every level, we're experiencing similar challenges, similar struggles and you know, we're just not that all different. And I love that. And I've loved being close to you.

I mean, really the opportunity to work with you Becca, like this close, like it's just been a gift to be seen by you, to be coached by you. I try to be that way, but it's just so beautiful how boldly you coach people with a tender heart at the same time. It's really been, I mean, truly, it's been awesome and it's given me permission to do that even more with my own clients, which really is the most helpful thing because we don't buy coaching to hear what we want to hear. Like we need to hear something different to grow and you have done that beautifully for me. So thank you.

Becca Pike: You said something at the very beginning and I want to go back to it real quick. You said, I've started to become less performative. Can you expand on that? Because it's good. I like what you're saying. I want to hear your expansion though.

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Client 3: As much as I am a constant, I am a huge observer of ego and heart for myself all the time. I think that's been one of my biggest shifts in life. I consider myself a high performer in everything I do. And yet, it doesn't always serve the path of ease, the path of alignment when high performance is coming from ego, coming from needing for me to like really want that validation or visibility or even numbers, money. I've given myself more permission to just witness it on a different level and not let that stop me, but just really find and choose this wholeness, this absolute abundance of my perception of everything.

Even though like I am still growing, like I am still wanting to create more. It's just this, listen, like it was this almost like wake up, shake, like nothing, no number, no anything is going to make it. Like that's my, it's my lived experience and choice right now. And I think I've just it's just a different level of that. And I just feel really abundant, like really good. And I'm like, I'm just getting started. You know, like more is coming and it will come faster and I've witnessed that.

Like as I release that timeline, as I release the performance of like my posts or needing to look a certain way or get likes or any of that. It's this awareness of as maybe that'll be my thing my whole life because I do love performing, like I love it, you know? And the abundance is right now. And I witness that and I'm very grateful for my life and my business and like you said, like the fact that, you know, I got a spray tan today and it was cold. Like that was the worst part of my day that I was cold for three minutes. I'm like, this is the fucking best. So, you know, that's, yeah.

Becca Pike: That - everything you're saying, that's perspective shift. That's just perspective. Nothing, no circumstances have changed, just the way you're seeing the circumstances. I love it.

Client 4: Hey there. I'm happy to jump on. Okay. I think there's something about, you know, being in The Circle, having access to all your teachings and it's really hard to not to listen and learn and enact those teachings.

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Whereas something as simple as like, you know, like the emailing or even the Instagram messaging, I still wasn't able to put that into action. And I feel that I've been able to actually understand and hear my voice and figure that out by this, you know, this ability to speak to you.

Another thing is that making decisions quickly. I think I've gotten to the point of where I'm able to make decisions and really trust myself. And you know, that whole fuck around and find out which like trying to figure out what that means within my life. And so instead of like making decisions over several weeks and months, I'm kind of making them within a week. I'm not going to be crazy and go, oh, two days. Actually, that's a lie. I did make a decision for in just two days. So, I mean, I really wish this was longer for sure. It's just being able to talk through and figuring out how to put all your teachings into action. That's what this has been for me.

Becca Pike: Yeah. I love that. And just remember guys, all of the teachings that I give out in The Circle, like what you guys are paying for is years and years of me learning and then putting it together for you. And so one of the biggest mistakes or misunderstandings I think my students have is they think I should be able to take this class and I should be able to master it because I took this class. And then there's like this frustration that happens. You know, like let's say, take my money. My brain works in that formula when I'm selling all the time. But it didn't always. It was years.

I've taken more marketing classes, more writing classes, more copywriting classes, ghost writing classes, selling classes, course writing classes, sales page classes. Like I have done it. And all of that over the years has compounded and compounded and I've figured out my own formulas. I've made it easier. I've taken out the fluff, but it has been this long process of me being able to get to the singular point where I can teach this in a short time.

And so people think I'm going to come in to take my money. I'm going to binge it and I'm going to be good to go. And it's like, no. I'm going to give

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you everything you need, but now you're just on the starting line. You're going to start practicing it and practicing it. You're going to have to come back. You don't even remember the formula. You got to go back to it. You got to play with it. You got to try it. So with The Circle, those teachings, you're first - this is why I tell people to be in The Circle for a minimum of three years because the first year you're in there, all you're doing is hearing it for the first time. Like just letting it absorb.

And then we have people that are in there for the second year and they're like, oh my God, I'm hearing this class in a totally different way because I'm a totally different person and it took me a year to let it settle. And now this year I'm able to like actually get going on it. I see this happen inside of Scale to Seven all the time as well. I tell my Scale to Seven members to be in there for at least three years. I have people that come in their first year and they're so shell shocked at my teachings and like what I want them to do.

And I am happy with my students being in the Scale to Seven mastermind and not really doing anything for their first year. Because I know what's happening. I know the seeds are being planted. I know they're relaxing into it. I know they're like trying to understand. And then I have people come in year two, year three, year four, year five. I've had people in there forever and they are like, holy crap, I look back at year one and I wasn't even available to like take on 50% of it. But I'm so glad I wasn't because year two came around and I was able to take on the other 50%. And year three came around and I was able to like perfect and manipulate like the things that I did the first year.

Does that make sense? So just massive permission to everyone, especially if you're taking my courses. My courses are in depth. They are potent. They are intense. If you were in yesterday's memberships class, I mean, we did 75 straight minutes of just to the point coaching and teaching. Like it was not a small class. So, I'm going off on a tangent here, but give yourself a lot

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of grace and permission in my world. You're not taking little bitty classes. You guys are taking AP courses. You're taking collegiate level courses on business.

Client 5: Okay. It was the reminder to prioritize boundaries between work and home. Still working on it. I mean, it's just back on the docket as something to prioritize. I'm not there yet, but and then the introduction to the idea of the OBM. I'd been looking for I was intrigued by the fractional, but until you introduced me to that company, it's kind of a game changer whether or not it's this girl or somebody else, just having that option.

My job is basically to do sales, create a great experience. This might be from the either Telegram or podcast. But anyway, my job is to do sales, create great experience and offload the rest. Oh, and then leading. And then offloading the rest is kind of like been the epiphany of like what I need to narrow my focus down to. And then sales, like the biggest thing is just being consistent. Like once I get this offloaded, like I go through phases where I'm consistent and then I get busy and then it backs off and just if I can stay that consistent course.

And then obviously my hooks have gotten much better since you audited those. And that was, oh, and then trusting my own thoughts and hunches. Like, you know, sometimes you just follow the pack, especially in the real estate world where you get like under a bunch of different real estate coaches and they want you to do it like their way. You start questioning yourself all the time. So it was just nice to hear perspective on that in terms of like the part-time agents and things like that. And then just showing me where I need to heal more and grow in confidence. And that was it. The end.

Client 2: So, I've got my list here. So, a recent one that you pointed out that when I'm, I'd never thought about this way, but when I can't shut off my brain from like real ideas or whatever it is at night when I'm trying to chill with my family, you link that to a scarcity mindset of thinking that these

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ideas are going to run out some way instead of being like, I'll always have good ideas. This was a game changer really and the past week, I think the biggest win for me over the past week is feeling a little bit more calm in my brain and for the first time in about five years, I cooked a meal the other night and really did it slow and enjoyed it.

Because usually I'm like, right, what's the most efficient way to get this cooking while this goes and. And that might not sound relevant, but it's so relevant. Some smaller things that Voxer doesn't have to be, I don't have to be so responsive on my Voxer packages. The posting on Facebook has really widened my audience potentially, but it's also just a really nice thing to do. Being spicy gets views. I've got nearly 100,000 views on one on that real that I mean...

Becca Pike: That Taylor Swift one?

Client 2: The other one about Kylian Mbappé, who's a footballer. I don't know if you know who he is. But yeah, and that's spicy and I was a bit worried about posting it because it's quite outspoken about my workplace. That it's okay to hustle sometimes. I don't want to be hustling every day, but sometimes I might have to put that extra work in to get some shit done. Got my VA on email that I am scared my capacity for clients is small and I'm scared of. So that conversation in the first week and that for me is the biggest thing going forward. Like I'm still scared about that and that's the next thing to address. Being in this amazing room with amazing women and hearing all your stuff and also hearing like some of the stuff, how do I train my staff? And I think I know how to train because I've done 10x formula. I've got like a notes on exactly how to train and I've actually trained my academic postdoc in the same way.

Becca Pike: The 10x formula is the most underrated class in The Circle. Like it is the fucking best.

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Client 2: I've used it for my own academics and I've kind of redone my own version of it for like research teams. But the main thing is about stepping into my power and it really came to me yes because I have felt, especially since taking my first academic role in another city, it was just really awful and I had a really hard time and that's why I became a coach to push back on some of that stuff.

But also becoming a mom, I found really hard. And it's mine and my partner's 15-year anniversary tomorrow. And I put together a card of like photos from the years. And I was just like looking at these old photos of myself like, that bitch knew what she was doing. Like she was so opinionated and confident and cocky and it's taken me a few years to get that back, but I think it's coming back.

Becca Pike: Come back to us. Come back to us, bitchy confident. We love you.

Client 2: Unhinged psycho bitch.

Becca Pike: Also, I think too, just having the permission to change. So like, I think that it could, now tell me if I'm wrong, could be wrong, but am I onto something with you've been this more calm, low-key, tippy-toe kind of person for so long that if you were to just like take the mask off and go back to your real self, like people around you would be like, what is she going through like a psychotic break? Is there a part of you that's worried about what people will think if you just be who you want to be and who you used to be?

Client 2: I think that the people that are around me and that interact with me know that is me. But I think there's a layer of professionalism that I think I'm supposed to have because I am a professor and how I show up online, it feels like, oh, you're not allowed to behave like that. Now you've got a job.

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Becca Pike: Gotcha. So you actually think that your job could be like on the line?

Client 2: Part of me does. I don't mind too much about that. But yeah, there's a lot of fear of judgment from my academic colleagues for sure.

Becca Pike: Yeah. Just because what they think, like they might think you're being too much.

Client 2: Yeah. So a couple of things that setting up your own coaching business, what, why are you doing that? What's wrong with our jobs? And that's a weird thing to do. So that

Becca Pike: So how would you answer that if somebody said that to you?

Client 2: I don't know how I would actually respond, but I don't care as much anymore. It was a big deal for me when I first set up my own business. But I've been doing this stuff for years. I've just was doing it for the universities and not being paid for it. I was doing my own voluntary initiatives and my own mentorship programs and writing groups and now I'm getting paid to do it.

Becca Pike: And what if they actually are like looking up to you because you're doing this? Like you don't actually know, right? Like you're just making it up in your mind what you think they're thinking. But they might be like, damn, that girl has a - like she's making money on the side and she's literally talking about this like I wish I could do that. Like you have no idea what they're thinking. Like, would you think that about them if this - if the tables were turned?

Client 2: I think, like I would know, if somebody did something like this, I'd be like, oh, that's a that's a big deal. But I have had messages and I get voice notes and things from people I know saying that my stuff is great and I think people do find it really interesting. I get responses back from my emails being like, thank you for the permission to stop working for free.

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Becca Pike: So you have 100% evidence that your coworkers actually love it and 0% evidence that they actually don't love it. So why not just go off the facts? You know, and like not just like a, hey, why not just not think that, but like actually go off the facts, like line in the sand moment where instead of being the girl that's like hiding and afraid, like being the girl that's like rallying for your coworkers. Like you are rallying for them. You are the voice for them. Like you get to take that seriously in the sense that like what you say matters and this is fun and exciting. And the more unhinged, the more they feel heard. That's your job.

Client 2: It is. It's finding the power. It's fighting against the bigger institutions and it is for the people.

Becca Pike: Yeah. I've come out a little bit of the closet with my political views and it's so funny because you can put an American flag out right now and people think you're a Trump lover and you know, like, but that's what I think is the problem in America right now. Everybody is so fucking scared to say anything, especially Republicans. And then if you are a Republican, that must mean you love Trump. It must mean that you love his policies. It must mean that like all kinds of like it's just all such bullshit right now and the climate is so tippy-toey.

And so when I do talk about politics, the way that I think about it is like I'm standing up for the Republicans that are intelligent, that aren't crazy, that aren't psychos. I'm standing up in a world where like the voices are so intense and angry towards Republicans right now. And so like to me it's like I want to be that person. You know, of course there's scrutiny. Of course, there's a ton of Democrats on my page. I mean, I own a massage business. Those are some tree hugging bitches. I was one of them. Like I own a yoga studio. Those are some tree hugging people. Like there's a lot of Democrats that would not like me posting an American flag, which is fucking crazy to me.

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But like to stand tall in my beliefs and my long lineage of military men in my family and my love for like vets and America and all of that, like one of my favorite things about it is not I'm afraid to do it. I'm afraid not to do it. I'm afraid of where our climate is going if we all don't start saying like, hey, what the fuck? You know what I mean? So, huge permission to you to not just not be afraid, but to really take on the costume of like we need to be heard as academics. We need to figure this out as academics. We need to rally and I guess it's going to be me. Here I am. Like, you know, like that, that can be you.

Client 2: Yeah, I think that is, I suppose what you're saying and where it links with where I'm going is like if something feels strongly that you want to speak up and say the right things then you've got to say it and I guess we're living in a world where things get taken to the extreme and actually some of the nuances aren't represented.

Becca Pike: Someone's got to represent them. And you know what's going to, not to like fearmonger you, but what's going to really suck is when someone in your world, in your academic world starts having an account that is exactly what you've always wanted to say and they're just courageous enough to say it and it just explodes and you are just like, damn it. I think that too. I just didn't say it.

Client 2: It's so true because when we had a conversation about looking at other people's likes and comparing and things like that, I thought I have never done that in my life. And then I thought, well, because there's no other fucker out there doing this. If there were, then I would feel jealous of them speaking up.

Becca Pike: Yeah. Even if that happened, there's plenty of room for two people in the world to have the same industry. But I think that you can be very much an example of what's possible. And every time I post something that's spicy or spiritual or, you know, the fact that I love mediumship and

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reading about the afterlife and what happens when we die and like all this crazy shit that no one wants to talk about.

I want to talk about money. I want to talk about sex. Like all the taboo stuff just really lights me up apparently. I didn't choose this life, you guys. It chose me. But here I am. And I love all that stuff and I just think to myself like I'm standing up for someone. Like someone is seeing this and thinking, oh, it's okay that I believe in God and mediumship. It's okay that I talk about money and I'm a good mom. It's okay that like, you know, like the duality of that. And so you get to be that as well.

Client 2: I find it way more scary to talk about spirituality than politics. I think actually the woman that's just signed with me did because she knows that I'm in an astrology coaching group that she was in. Another academic that likes astrology.

Becca Pike: Listen, I'm not saying you guys need to talk about your politics, but I will say it's going to magnetize the right people to you. Just had someone come, I literally did not know her, had never seen her, didn't know her name and she DM'd me and she was like, what's your top package? I told her what it was to work with me six months one to one. It was like \$56,000 and she sent it over within 24 hours. And we started working together. She's great. She's like a dream client. And then like 3 weeks in yesterday, I was talking to her and I was like, by the way, how did you find me? Like I actually don't know how you found me.

And she was like, oh, you posted something that didn't say that you were a Republican, but it said you were a Republican. Like you didn't say it, but you said it. And she was like, and I knew that you were my girl immediately. And I just thought that's so interesting. Like because she said, I had followed you for a while and I really liked your stuff, but that was like the nail in the coffin for me because I needed someone that wasn't scared of the climate, that wasn't afraid. Like that's who I wanted to be led by. And so it's not that I'm Republican that she hired me. It's that I'm courageous

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enough to just own who I am online and just say it. Like that's people want to follow you when you're a leader, when you're that person.

Client 2: Yeah. I get that. And I suppose what puts me off getting into the political thing is because academic and I think a lot of people are so neggy energy when it comes to politics, things like, this is bad, the world is shit, everything is shit. And I just don't want to even go there with it.

Becca Pike: Yeah, I don't think you guys all need to talk about politics. I'm just saying that's my, that's where I have started going in just kind of allowing myself to be myself online and allowing myself to just say this is just what I think and this is what I've, you know, educated myself on and I don't know all the answers, but I know a lot of things and so this is just where I'm at. And if people can't stand that. I'm also in a place where I just don't read the comments. We get lots of comments on my account that are just terrible and we just don't even - like I'm very at a different level of being able to handle that kind of stuff. And so if you're not at that level yet, I would say get to that level because that's where all the money's at.

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Becca Pike: All right, ladies, hot seat? Who wants to come up?

Client 4: I guess I can jump back on. I'll just be quick because I think we spoke earlier and it was just really about managing the overwhelm. So one thing that you had said in the beginning of our coaching, it was literally that maybe I don't want more clients because I'm not building that capacity. Like I recognized that I'm probably doing things and getting super overwhelmed

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because I potentially am not open to having more clients. So, I know we've spoken about capacity, right? Just while I'm undergoing this little blip, which is causing a bit of physical stress. Just any parting words of advice, really.

Becca Pike: You guys remember when we first started the mini-mind and I was talking about emotional capacity and then capacity for delegation and capacity for hiring and capacity for training and then there's capacity for holding money. We only are available to move so much money, meaning spend it, transfer it, change hands, take it from one business and put it into another business.

So, there's all these different like bubbles of capacity that we have, all of us. And we all have a ceiling. What you're doing because you're moving into your new studio, not only are you moving into your new studio, but you're a new business. So business in general is new. Having clients is new. Your capacity for having clients is only as big as the clients that you have because you haven't - this is all new. You know what I mean?

Like if you can handle 20 clients in a week, then that's your capacity because you haven't had bigger weeks, right? So, you're moving money for the first time. You are taking loans out for the first time. You're holding sums of money in your bank account and trying to figure out how you're going to allot it while you're building out your business. These are all good things. These are all safe things. These are all things that you need to have capacity for to have a business. There's nothing that's happening that is a problem.

And I think the only thing that is uncomfortable about it is that it's uncomfortable. Which is you have these capacity bubbles, they're all growing, but that's exactly what you want them to do. I want all of you guys to be pushing your edges on what you can handle all of the time because that's the only way it's going to grow. You're not going to grow your capacity. You're not going to grow your ability to hold more of anything if you have resistance and your bubble is locked and you're not stretching it

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and you're not getting outside of that bubble, right? Every time you push the edges of your capacity bubble, it gets bigger and bigger and bigger, right?

And this is where the big business comes in. This is where the big money comes in. This is where having staff members come in. This is where being able to hold a lot of clients come in. So, number one, am I just uncomfortable? And am I okay with that? Okay, well, maybe I am okay with that. Maybe I'm just uncomfortable. I can see it. I see it a mile away. I see what's making me uncomfortable. I can handle this. Totally fine. Because 100% of people that are raising their ceiling, growing their capacity, they're uncomfortable.

I've been uncomfortable for literally years. I'm not going to lie. Like totally uncomfortable for years. It has never stopped. But it's funny because after you grow your capacity and let's say you're not pushing on your edges, everything feels really easy. You're like, oh my gosh, I only have to hire four people this week and I only have to put out six masterclasses. This is nothing. Right? Because your capacity is so much bigger.

So, number one curiosity, like is it just uncomfortable? Or like the curiosity of being, okay, it's more than uncomfortable. I have an actual fear around new clients or moving money or whatever it is. And asking yourself, like what is the actual fear? Is the fear new clients equals more work? Or is it more like new clients equals more people knowing about me? And so more ability to have opinions about me?

Is it more clients equals more possibility for a bad review? Is it more clients means I need to be more perfect? Right? So like more clients equals fear is different in everyone depending on the baggage that you're bringing to the situation. So, as I'm riffing on this, is anything coming up?

Client 4: Yeah, definitely the whole uncomfortable that there are people who are now going to be seeing me more, having more opinions about me.

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I was on a podcast this morning. That was fantastic. I mean, she was a small podcast, she's not very known, but I'm getting these invites. So, people are thinking and talking about me. I think there is the discomfort that I am going to be visible on the streets. You're going to walk past and see my shop. You're going to talk about my shop. You're going to see it as opposed to right now, I'm in an office building, you can't see me. You don't know I'm there. I'm so secure. I'm so safe and quiet.

There's also the discomfort that, you know, I've applied for another 20k loan because actually I don't want to move, make this move and be very, very financially uncomfortable. I don't want to. And so I'm now like, holy shit, what if I get 20 grand? Then I got 30 grand. What the fuck?

So there's all of these and then and then I've also still got the stuff that I was always doing. I was still communicating with clients. I'm still booking people in. I was still offering treatments. There's this huge interview that I've got next week. It's called the CQC, but to make my services legal, sort of, to make offering menopause care without working off of somebody else's, make it personal. So this interview is next week. And I knew it was coming, but now I'm like, holy fuck.

Becca Pike: Here's how I deal with being seen and people having thoughts and opinions about me. And I don't know that it necessarily comes naturally as much as I've just worked on it. But I really do hyperfocus on the small bubble of people that matter. Everything else is very white noise to me. Like it really is. I'm not just saying this. Like it really is. Like Instagram, my staff, my clients, everything gets shut off at 5:00. It's just like I go to work and then I come home.

You know, like if you guys went to work and you worked at Chili's and you work at Chili's and then at 5:00 you got off work and you went home, you would feel like you're going back to your real life, right? Like, oh, my home is where my family is. It's all the people that I know. We have our barbecues, we do our things. Like that's real life.

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To me, all of the conversations about Becca Pike and Hell Yes Coaching and the good and the bad, it's not my real life. It's just something I do for work. So like when I focus really hard on who matters, to me, it's like my husband, my husband's family, like my kids, my side of the family. Like there's maybe 15 people that are like my people. They're my real life. None of the other stuff can touch me. I'm protected. I've got my people. I've got my home. I've got my dogs. I've got my hobbies. I've got my gym that's like sacred. None of the outside world can come into that.

I don't ever see my followers at my gym. I don't ever see my followers in my home. Like I don't ever just let them come in with me into the bathroom, you know? Like I just don't. Like it's just so separate because I'm so hyperfocused on the people that matter. And so, to me, it's like people can think whatever they want because I'm in my bubble. I don't really care because I actually don't care. But I think it's because I'm so hyperfocused on what matters and it's a perspective shift.

And if you think that other people and their opinion matter, then it's going to be hard because it will matter. Right? Like if Danielle walks around thinking that her coworkers don't like her and that really matters and that is going to change her life or that is going to shift something in her, then that's going to be hard for her. Versus like people can think whatever they want about me. It doesn't change anything about me.

Like it doesn't change that I go to the gym. It doesn't change that I'm going to cook dinner tonight. It doesn't change that my kids love me, that my family loves me, that my friends love me, that I'm going to go down to my husband's farm. Like all of that just stays so protected and it never changes. So who the fuck cares what's happening outside of it? You know?

So, massive perspective shift on what matters because to me, it's like my family life and my home life and my hobbies, that's the real world. All this shit that we're doing over here on Instagram and on the podcast, I don't know, I just clock in and clock out. I go back to my life. And it's a really

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healthy mindset because it doesn't mean that I don't care. I do care. When I'm at work, I care a lot. Like I'm working. I am trying to produce and create and love and nurture. But also I clock out and I know what matters. Any thoughts on that?

Client 2: Yeah, I think this has been one of the things for me is like just using a visualization tool for when I'm spending time with my son and I think like, oh, I've not done the newsletter for Wednesday just like, doors closed. Not going there. But work, I know you work from home and it works really well for you, but I think it doesn't work, maybe it's because I'm in an apartment, but I think when I move house, I'm not going to work from home anymore. Or I'm going to minimize it and just do it one day a week because everything just feels, I don't even like coming in this room on a weekend because it just feels like, oh.

Becca Pike: Yeah, I feel the same way. I don't know that working from home works really well for me. Like I don't know if that's actually true. I don't think working from home works well for anyone. And I think we all got really excited around the pandemic about working from home. And then we all got here and we gained a bunch of weight and our depression skyrocketed and nobody really left their house and we don't get enough sunshine and we don't get enough walking and like I think in the last year, I've had this real realization of how much I don't want to work from home.

And so you guys see me in this office. This is where I do my calls. It's where I've got my ring light and I've got my camera and I've got all that shit set up. But when I'm not on a call, I am not in this room. And I'm usually not in my house. Sometimes I slip into like I'm about to start my period and I'm like a different person and I find myself I haven't left my house for like five days and I'm like, what the fuck am I doing?

But like most of the time, I make an effort to get out of my house and to go and like work at coffee shops. And it's amazing what I can get done and it's amazing how much better I feel. It's crazy. I literally feel like a different

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human when I just leave my home and go be around people even if I don't talk to any of them. I'm just at the coffee shop. And so, if you guys work better not at home, please get out of your house. Please get out and go do stuff even on the days that you don't want to, like make yourself do it. Okay. Anybody else for hot seat?

Client 2: I wondered just - I was thinking of not necessarily getting an OBM, but somebody to do some more higher level stuff in setting up my funnels and things like that because I'm just not finding the time to do it in the week and I could definitely put aside some hustle time, but just my VA, I guess what I'm thinking is my VA is great at lower-level stuff, but she doesn't have the skills in this area, but it would require more investment from me and I'm just like, oh, I'm still paying off my original loan. Don't have much money coming in. I guess I'm just wondering whether to expand or whether to just get my head down and do it myself.

Becca Pike: Anytime that you're asking yourself if you should delegate something, the question is always, do I want the money or do I want the time? Always the question. So, if you decide to hire someone or you decide to delegate it to her, you are going to give out money, but you're going to have time and vice versa. If you decide to do it, you're going to keep your money, but you're not going to have the time because you're going to be using that time to create it. And so it's always a question of do I want the money or do I want the time?

And you'll get to a point where there's enough money coming in that it's like a no-brainer. But there's this middle ground before that happens where you're like, okay, which one is it? Which one do I want? And sometimes it's just you need to buck up and do the things that you need to do. And it's really easy to be like if I hire someone to do this, it'll like save me. Like we delegate in order to save ourselves, but then we end up spending more time trying to train this person and get them going and we could have already written our funnels forever ago. You know what I mean?

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So, not that's a bad thing. I'm in the camp of train people up and get them going and spend the time to do it and spend the money to do it. It's still going to require you not only writing the emails, but then training on how you want them programmed, on how you want them written, on how you want them dripped. So it's not the easier route, it's the harder route upfront.

Client 2: Yeah. I think you're right and I do need to do it. And I was thinking before this call, why haven't I done it? And the capacity for clients is still a thing that I've not dealt with. And I need to just fucking do it.

Becca Pike: Capacity of a client?

Client 2: Just that I didn't even realize it was still there, but that fear when I was writing my list of things I've learned, I was like, I am still scared of 100 people signing up today.

Becca Pike: Yeah. What do you think would happen? Like what are you afraid of?

Client 2: Loads of emails that need to be processed and boarding the people. That's it. That's literally it. Which I could clear in a few hours.

Becca Pike: That's an easy fear because if you had 100 people sign up overnight, you would have maybe three days without a VA because like if 100 people signed up overnight, you would hire a VA that day.

Client 2: Yeah, and I've got I've got a VA and, yeah, she could do most stuff. The visibility thing's definitely still there, but I'm happy to ignore that.

Becca Pike: Yeah. If 100 people signed up, you already have a VA that could answer your emails?

Client 2: Yeah. She's just not that much like - she's not like a Gigi, she's like, oh, I've got a kid and I don't work all this time.

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Becca Pike: Well, she would have to buck up or you could find someone else, right?

Client 2: Yeah. I thought I could easily just bring on another one to help. Yeah, because she's great, but yeah.

Becca Pike: One time we accidentally blew up a girl's business a little too much too fast. And she had just hired me and literally she was manually answering emails. Like I'm talking like 200 a day. She would be up till like 3:00, 4:00 in the morning. Her and her husband started taking shifts. Her husband literally quit work because it happened so fast. He just quit. He was like, I'll just find another job if I need to. But he quit work so that he could take shifts answering emails and then taking people's credit card numbers manually because they didn't have like a Kajabi software.

And anyway, long story short, I can promise you that if you accidentally bring in 100 people overnight, you're going to be over the moon happy to answer emails. Promise. You're going to be up at night wired with excitement that all these people are so excited to work with you and they all are trying to give you money. It's not going to be like a, oh no, I got to answer these emails. It's going to be like, holy shit, look at all this money coming in and it's not stopping.

Client 2: Yeah, it's still it's crazy to think if I did that, I'd be earning my same as my full-time job, but basically for three, four hours work a month.

Becca Pike: All right, my friends. So, I will see you guys inside of the Messenger chat. This is our final call, so I won't see your all's faces again. I do highly suggest coming into the mastermind. I think every single one of you is at a place where the mastermind is going to benefit you a lot. We start in July. All right, guys, I love you all. I will see you all inside of Messenger.

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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.

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