

Ep #4: Tenacity, Grit, and Massive Action (or What it Really Takes to Succeed)



Full Episode Transcript

With Your Host

Becca Pike

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Hey guys. Welcome back to *The Hell Yes Entrepreneur Podcast*. This is Becca Pike. You're listening to episode four. On this episode. We are going to discuss all things grit and tenacity and massive action. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Hello my friends. How are we doing today? At the time of this recording, it is Sunday night. We just wrapped up a kick ass weekend. In my house, weekends can be one of two things. Either balls to the wall like soccer games, dance competitions, dinners, hosting friends, or option B, my favorite option of all time, what I call an original summertime Pike weekend. Where we hunker down, we unplug from the world, and we go all in on our weekends y'all. Like we go all in.

It usually looks something like this. Like lots of coffee, lots of sunshine, grass-stained feet, yardwork, furniture building, beer drinking, playing in the creek with the kids, bonfires, soccer in the yard. We aren't going anywhere to see anyone. Nobody's coming over. No one's here to entertain.

So on these days, my heart is so chill and happy. Without having to see anyone outside of my family, my hygiene is usually questionable, which somehow makes it even more relaxing. Like smelling like sunscreen and grass and bonfires is my favorite smell. Does that make me weird? Even though it is May right now, it is hot in Kentucky. Lake season is around the corner, and Mama B is happy. But yeah, I give this weekend a nine out of ten.

This morning my husband and I did some barbell work in the sunshine. We are weightlifters in case you didn't pick up on that. Then we basically did nothing all day with our kids. The highlight of our day was around noon we got on a Pinterest kick. We started looking at patio sets. So instead of

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going and buying a patio set like a normal person, we moved our big wooden dining room table that Mark built us when we got married out to the back deck and ate dinner out there.

If y'all don't follow me and my obsession with my house on Instagram know this. We just bought the most beautiful house last year. The house of our dreams. We live amongst giant beautiful trees surrounding our whole home with a creek. It was just the most beautiful tree house dinner. What's funny is we have been living here a year now. And you would think we would already have a patio table and not literally have to pull our dining room table out of our house. But hey, sometimes you just can't take the redneck out of people.

We like the experiment so much that Mark is literally just weatherproofing the old dining room table today, and he's building us a brand new one. So score.

Okay. Enough about the Pike weekend extravaganzas. Let's talk goals and massive action. So right now, it is May of 2021, but no matter what the date is you are listening to this, even if it's much further in the future, we can still apply this thought process to you as well. I want you guys to take a second and think about where you are in your business right now at almost exactly halfway through the year. Second quarter is closing down. Third quarter is about to begin.

Halfway marks are a phenomenal time to check in and assess where you stand. Are you on track to hitting your goals for the calendar year? Have you made it to the halfway mark of your year's sales or profit goals? Have you hired the people you wanted to hire at this point? Have you made the changes that you wanted to make at this point? If your answer is no, this doesn't mean anything. It doesn't make you lazy. This doesn't mean you're failing. This doesn't mean your year is shot. In fact, it can mean something super simple.

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I have coached so many business owners in the last few years. Business owners of all flavors. I categorize a lot of my clients into two categories, but only in my head. I don't say it out loud to them. That would make me a dick. So instead, I keep it in my head, and I keep it private on my public podcast.

These two categories are my sprinters and my spinners. My sprinters take my advice for their business, and they go into massive action. That means they take action until the task is complete. My spinners take my advice, and they often even tell me how it's exactly what they needed to hear. Then they spin in circles, they spin in confusion, and they spin out of control. You know what spinning never achieves? Traction.

So if you haven't reached this midyear goal, my gesture to you is this. Without thinking too deeply into it, without trying to recall specific incidences in your businesses, just answer. Are you a spinner or are you a sprinter?

My good friend Nicole was in our Facebook group, Hell Yes: The Entrepreneur's Circle. She said something the other day. It was just spoken so well. Nicole hasn't yet had the year that she's anticipated. She's not halfway to her goals yet. She said to me just yesterday.

She said, "My brain wants to do this crazy thing. It wants to look at people who are more successful than me, and it wants to tell me that they know something I don't know or that they have something I don't have. My brain wants to tell me that I'm missing something because that would be so easy, right. That would be the easy answer. If I can just talk to these successful people and dissect their brain a little bit, I would find what I am missing, and it would all make sense.

"But that's just not the way it works. It's actually that successful people just don't think they're missing anything. They know that they have the key. The way to their success is through massive action. That is the answer. Massive action is the only way to do anything fast, but I found myself

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wanting it to be something else. I begged to find evidence that it was anything other than doing the ultimate scary shit.”

Guys, she is spot on. She’s one of my smart friends. You know how sometimes you want to hang with friends that are super intelligent and can hold meaningful conversations with you. They can swiftly discuss politics and religion and business and relationships and cryptocurrencies.

But then other times, you don’t want meaningful conversations. You just want to hang with your other type of friend who you’ve known since you were ten, and all you guys do is drink Coors Light and sit in front of the TV together. They can’t even follow the plotline of *Schitt’s Creek*, but you don’t even care. You just want a dumb hang. That’s what I call it. A dumb hang. I asked my husband just this morning if he wanted to dumb hang with me tonight, and he knew what that meant. Snacks, TV, no talking, no questions, no thinking. “Ew, David.”

Back to Nicole, what she said was absolutely spot on. People aren’t lazy. They’re not done. But people do underestimate the work it requires to reach their goal. I do this too. We all do this. Let’s say we want more clients, more money, more sales, more processes in place, and more organization. Yet we find ourselves spinning in confusion. “I don’t know what to do first. I don’t know where to invest my money back into my business. I made a couple Facebook posts. I don’t know why it’s not working.” I don’t know, I don’t know, I don’t know, right?

The more you say I don’t know, the more that your red flag should be flying and flapping in the wind. Like big red flag. Because when we’re doing this, we’re looking everywhere except right into the eye of the tiger. Spinning in circles instead of seeing that the answer is obviously taking massive action and doing the scary thing. Because that answer is scary. A lot of times we don’t want to look at it.

I think a lot of people take massive action in their head, and not massive action anywhere else. So thinking about it constantly. Thinking about

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success, thinking about your work, thinking about how to get clients, how to make more money, how to produce. You might even feel exhausted like you worked so hard every day, but really the massive action has just stayed in your mind. That is exhausting, but mental massive action doesn't translate into physical massive action. Thinking about taking action yet not taking action is far more exhausting than just taking the action.

Here are a couple of massive actions I took in my entrepreneur life in the beginning when I was trying to reach my first six figures. I invested in a seven-room massage facility when I only had two people working for me. It cost way more than what I felt like I could afford, but I knew that I was doing the next big scary step. Going out and hustling at live events when I didn't want to. Showing up at the local gyms and football games and soccer games and 5Ks and marathons and weightlifting competitions to rep my athletic massage facility.

While my kids were being tucked in at night and I was building the brand and the name of my company. I don't suggest missing out on all of your kid's nightly tuck-ins, but I will suggest doing it in small sprints when needed to grow the company name.

Inviting 120 different people to have coffee or lunch with me the year I started business coaching. Guys, networking is everything. I sacrificed a lot of my time and my energy putting myself in front of 120 different people in a given year specifically to network and to talk to them one on one. Quitting my full-time work to go all in on my dream. Starting this podcast even though it was the most work I have done in a given two weeks ever.

Flying out of state, renting a hotel for the sole purpose of thinking. Turning my phone off, turning my social media off, and deciding I wasn't going to get back on that plane until I could come home with the itinerary for the mastermind that I was creating that year. And spending most of my business profits on education. My own coaches as well as retreats and seminars to help me grow.

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These are just a couple of the examples that I wanted to provide of what massive actions could look like. Now, I'm not saying that these are the right answers for you. Your answers will look very different. My question to you is how massive are your actions? Are you sprinting, or are you sitting on your couch, scrolling social media, taking massive action in your head, and thinking about all the ways that your business could grow?

Did you properly estimate what challenges it would require to overcome in order to get to your goals? Maybe you viewed your goal as an uphill battle that you have to climb, right, when really it wasn't a hill at all. It was a giant, scary snowy mountain, and you just looked in your backpack to realize that you packed no mountain climbing gear. No boots, no gloves, no chalk, and no water. You came to Mount Everest naked with just a protein bar. Like you're fucked, but you're not. You're not really fucked.

In all seriousness, it is as simple as math. If you haven't reached that goal, then your expectations for the time and energy required for your successes were just a little too low for the actual task at hand. It appears that my coaching company alone will grow by 300% in 2021. When my clients ask me, and they often do, how I have had the growth I'm having this year, I tell them that whenever I think I know the effort that it will take to reach my goal, I go ahead and I mentally triple that work. I overshoot by a ton in almost everything that I do.

I thought about not taking the time to make this list, but once I started, I realized how important it is that you guys hear this. Because I don't know what other people are doing that are growing the shit out of their businesses. A lot of times people aren't super transparent, and it can be hard for you guys and for me to know what a normal day looks like in massive growth. So I want to be as transparent as possible.

I have made a list for you guys. In the last 12 months, I have performed the following: 423 social media posts about business and coaching, I've written and sent 75 emails, performed over 90 one-hour consults, went to two three-day business and learning conferences, spent \$105,000 on getting

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myself personally coached from business coaches, relationship coaches, and health coaches to keep me on my A-game.

I've logged 575 hours of coaching people, invested in a new website, campaigns, ads, and a total rebrand. Built, edited, and created two coaching curriculums, staffed them, and executed them. Hired and trained three people, spent 20 hours in a meeting with my marketing team, hired a podcast production team, spent an astronomical incalculable amount of hours writing and creating content and advice to give out for free. Hosted two sporting events, guest appeared on seven podcasts, and so much more.

Of course, though we never know these things about successful people. When we see them, they seem to be overnight successes, right. Like they seem like they just have something that we don't have, right? What I want to tell you guys from the bottom of my heart is that massive action is always available to you. It doesn't matter if you think you're doing everything you possibly can. There is always another gear to shift into.

I'm not saying that we should let go of our self-care. That we should let go of our relationship. That we should let go of our life and our hobbies and just focus on work. That is not at all what I'm saying. In fact, that is like opposite of my core beliefs.

We can shift into a new gear in our business by up leveling our relationships and our health, right? We can shift into that new business gear by becoming more mindful. We can shift into that while still holding beautiful relationships with our kids and friends and family. But in that time that you were working. Let's say that you work from 8:00 a.m. to 4:00 p.m. every single day. How can you shift into the next gear in that time, right? Ask yourself. What is getting in the way? Is it time? Is it money? Is it fear? Is it procrastination? Is it distractions?

Here's why none of these are valid excuses, m'kay. Have you ever thought that you were strapped for cash, but then something came up that you

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have to pay? Like you're strapped for cash, and then your car breaks down. Viola, you magically made it work. You were stressed, but you made it work. You figured out how to get that extra cash. Yeah, this happens, right?

I'm going to give you a really messed up example. Okay. So let's say that right now you want \$100,000. It would be nice, right? Like you want \$100,000. I want you to start thinking about what you would do to make the extra \$100,000. You're probably like, "I do want \$100,000. I don't have to think that far. I would be doing all the things I'm doing right now because I'm literally currently in pursuit of this exact \$100,000." Okay, great.

So now I want you to think about like you're at work and you receive a note. It's handwriting you don't know, and it's not signed. It's just anonymous. It says, "I have your child. I will not be returning your child until I receive \$100,000. This money cannot be debt. It must be cash, and you must have it to me in five days."

Okay, first of all, this example alone makes me sick to my stomach. But I think it really puts into perspective the extremeness of my example and what I'm trying to portray. Tell me right now you wouldn't act differently in the second example of trying to get \$100,000 than you would in the first, right? You would go into massive action times 1,000. You would be selling things. You would be savage AF to get this money. You'd probably have it in the person's hand within a matter of minutes. There would be zero spinning in confusion. There would be zero "I don't know what to do's." You would know exactly what to do. You would get that money. Am I right?

Here's the thing. No one has to steal your kid to put you into massive action. Massive action is a choice. You can create urgency without an urgent emergency. You can create savage mode without an emergency. Most entrepreneurs never tap into it because they don't need to. Their life is comfortable enough, and that's okay.

That's why I think a lot of times the most successful people we see, they come from that place of survival. They don't have another option. They

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don't have anything to fall back on. They are not comfortable, and they need money, right? Some of the most successful stories are from people who came from extreme poverty. So for some entrepreneurs, they want to make a ton of money, but they don't feel like they need to, right?

I'm not here to say that you need to feel this way, or you need to always tap into this. I'm just here as a gentle reminder that it is always available to you. There is always another gear shift. For everyone this looks different. Only you know what that looks like or what your business needs. Only you know what you're procrastinating on. Only you know exactly how to take this episode and turn it into a productive week for yourself.

Listen. We're going to be going deep into these topics over the course of this podcast lifetime. We have a long time ahead my friends. If you're ready to learn more tools and strategies and mindset shifts and dive deeper into this to have your first six figure year, then hit subscribe or follow the podcast on your favorite podcast app. Guys, please leave me an honest review of the show. I really, really want your feedback. I want to make sure that this show is adding value to your lives. I am over here just talking into a mic with no direction at all. So you guys have to tell me how it's going. Please.

All right so quick recap. Number one, always overestimate the work it will take to get to any goal that you set. Expectations are a killer of dreams. If you don't expect the proper amount of work, it is going to feel harder than it needs to. Number two, there is always another gear. Number three, when feeling anxiety about your business, ask yourself, "Am I sprinting right now or am I spinning?" Number four, never let anyone steal your kid. Okay. That is it for me today my friends. Thank you so much for listening to episode five. I will see you for episode six next Wednesday. Bye.

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.