

Ep #75: Lessons from Four Cold Nights



Full Episode Transcript

With Your Host

Becca Pike

Ep #75: Lessons from Four Cold Nights

Hey guys. Welcome to episode number 75. Today we're going to talk about lessons that I learned this past weekend while I was at a four day music festival, micro dosing mushrooms, listening to live music all day for four days, and sleeping three nights in a row in 30 degree weather. I am your host Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. 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.

Hi, friends. I just got home. I just got home. I got home yesterday from an annual Kentucky bluegrass music festival that is held here in Rockcastle County, Kentucky on the Rockcastle River. Y'all I used to go to a lot of music festivals like before babies. Like I went to Bonnaroo before it was cool for real. Anytime you find like a music festival junkie, they always will tell you the music festivals that they went to before it was cool, and the bands that they saw before the bands got famous. It was just like a part of the music festival life.

Then I started having babies, and I just put a hold on everything. Like I just stopped going to music festivals. I stopped having fun. I stopped smiling. I stopped laughing. I stopped all joy. I'm just kidding. I didn't actually stop all of that. But I did stop music festivals because it's just kind of hard to take little babies to music festivals. Although there are some music festivals out there that are so kid friendly. I saw so many babies this past weekend at the music festival because this one was a kid friendly festival.

So when I talk about festivals, I first want to just say that I don't like the huge, commercialized festivals. Like what Bonnaroo is today or what Burning Man is now. Like to me that is so many people. It's unsafe. It's probably what 22 year old Becca would have loved. But now that I'm in my mid-30s, I like good old fashion, backwoods music festivals where it is smaller, less

Ep #75: Lessons from Four Cold Nights

people, and it's what it's all supposed to be about. It's like low key musicians who haven't yet made it big. Or they're on the brink of making it big Right?

Like that's half the beauty of music festivals is standing in front row so close that you could reach out and grab the shoe of some musician who is killing it who's only like two years away from their big break. I remember I'm standing one time front row watching two bands that were amazing. They blew my socks off. I was like they're gonna be famous one day. I was standing right next to them. I mean they were like spitting on me. It was beautiful.

A couple years later, turns out they are pretty famous. I was watching Kings of Leon and the Lumineers, you guys, at some backwoods music festival that no one knew about. So the music festival I went to this past weekend was small. There was only 2,000 people. It was kid friendly. They had this amazing kids tent where all day long they would have kids activities going on like 11:00 a.m., 12:00 p.m., 1:00 p.m., 2:00 p.m.

It was like wand making and instrument making and clay molding, and they would like have all of these activities for my kids so that my husband and I and all of our friends could like set up our lawn chairs in the sunshine about 50 feet away from the tent. Watch the live music, soak in the sun while our kids were entertained. It was amazing.

So it was me and my husband, our four kids, my husband's brother, Josh, and his four kids and his wife, Jamie, my husband's brother, Daniel, and his three kids, our friends Murph and Joe and Lindsay and Onner. I got to see my friends there Carla and Shelly. Like there was a whole slew of us out there. Okay. I mean, we had like I don't know 22 people or something.

We got lucky enough. Like if you go to a festival these tents are like asses to elbows. Like they are so tight. You can barely squeeze a tent in. But we got there early because we had heard word that there was this like meadow behind the camping grounds that no one really knew about that was like two acres of just trees and openness and beautiful space. It was

Ep #75: Lessons from Four Cold Nights

really quiet away from the music. A lot of people wouldn't even want this spot because you have to walk so far to get to the music, but we loved it.

We got there early, and we found this spot away from all the tents and all the RVs. We set up our, I don't know, seven, eight tents between the 22 of us, and all of our tables. We got our campfire going, and we had this like secluded area where we were only I mean, honestly, we were probably like 100 yards from the music festival, but it felt so tucked away and so intimate. Like, it was like the best part of the whole thing. I think that if we had been in the slew of tents, it wouldn't have been as fun.

Guys, this trip was so soul filling. I want to tell you a little bit about it. I want to tell you some of the things that I walked away from it with because some of the things that I walked away with are things that I teach and things that I believe, but they just got like hammered into my body deep into my bones this weekend. It is worth bringing up and repeating over and over and over again.

So one of my favorite parts about the music festival was the mornings when it was so cold. Guys, this weekend, it got down to 30 degrees at night, and it would get up to like 70 during the day. So in the daytime, it was wonderful. You'll see pictures of me on my Instagram wearing a tank top. I even got a little bit sunburnt. But at nighttime, y'all, it was so fucking cold. We had all of our kids in this tent. My husband had thankfully brought a tent heater. They make heaters now for tents, which was a game changer. It brought it from like 30 something degrees to like 55 degrees in our tent, which was so nice.

But also very sketchy. I was nervous. I was a nervous wreck the whole time because this tent heater is like a propane gas heater that when you turn it on, it creates like a flame, like an open flame in your tent. Like every five minutes that I was asleep, I would wake up and look at it and just make sure that nobody's sleeping bag was touching it. Like it brought me so much anxiety, but it brought me so much warmth. I'm so glad we had it.

Ep #75: Lessons from Four Cold Nights

But when you stepped out of the tent in the mornings, it was freezing. So cold. I mean before you could even get out of the tent, you are completely bundling all of the kids into winter coats and toboggans and gloves and shuffling them out to the fire where we sat around the fire with all of our family. There's just you know 10s of us, 20 of us sitting around and making all of our food on the fire. It just felt so primal.

Like anyone that goes camping regularly knows what I'm talking about. Like, it really makes you appreciate all of the things that you have at your home, but while you're out there, it's like it feels so human. It feels like what I'm supposed to be doing. Like cooking my food on the fire, rising with the sun, like seeing the fog, like letting the dew drip on me. Like I am just a sucker for nature. I just love it. I love the hardship of it. I love all of it.

The mornings were a really fun time for me. Like I had to work to get my coffee you guys. Like I had to work it to get coffee. There was no coffee machine to just go over and like pour myself a cup of coffee. So the mornings were beautiful. The nights even, even though they were cold, were beautiful and hold a space in my heart. Roasting all the food.

What I love a lot too is the types of people that are at music festivals. Like when I tried to describe music festivals, sometimes I want to say hippie. Sometimes I want to say redneck because we're in Kentucky, and it's just a little bit redneck in the best way. But really what it is is like these, it's just people that stand for love and like acceptance.

There is no like what do you look like? What are you wearing? Like how much money do you make? None of that shit matters at music festivals. Did you shave your armpits? No one cares. Is your hair greasy as hell? No one cares. Are you matching? No, it doesn't matter. None of it matters. Like all of the societal norms just get thrown out the window. Like everything is accepted.

These are like my people, right? Like, I have always felt in line with these people. I've talked about it before too. Like I used to have starving artist syndrome. I had a hard time growing my businesses because I was in the

Ep #75: Lessons from Four Cold Nights

group of people that said capitalism is bad. Money is bad. I'm not saying this is the music festival people, but like I was in a group of people years ago where starving artist syndrome was beautiful, and it was recognized. It took me a really long time to get out of the mindset so that I can even grow my business.

Now that I'm here, it's like I finally get to look back and take the pieces of the artist life that I love and the community that I love, and I like to take the pieces that benefit me, and I get to leave the rest. Right.

So while I was at this festival, I had moments of clarity. I just am thinking back to some of the moments where I was standing and absorbing the music in the sunshine. Guys, I tell people this all the time, but I feel like I feel music more than other people. I know that there's some of you out there like this. I know who you are. I see you. I see you at the music festivals.

Like my dad was like this and is like this. Like I have met memories of my dad when I was little, and he has his eyes closed. He is just listening to music, and he is completely transported to another place. I can see him. I can see the way he's swaying. I can see the way he's nodding his head. I can see how he's in his own little world. I have become this person. I see you guys out there. Some of you guys are like this.

Then I have friends. I know a lot of people, I think my husband is one of them, where music just doesn't touch them like that. They just don't. They're like yeah, this is a great song. That's cool. I'm like no, this is a life altering song. Can you feel it? You know?

So I'm at the music festival, and there are these times where I'm standing in the sunshine, and I'm closing my eyes and I'm swaying. I'm a little bit altered. There was a lot of marijuana happening. There was mushrooms happening. I'm game for all of this in small doses. I also wanted to make sure I was 100% on my A game for taking care of my kids at all times. But I also had other parents that were there helping me, and they knew when I was slightly altered.

Ep #75: Lessons from Four Cold Nights

But I took these micro doses, these really small micro doses where you don't actually get high. You just feel good. I would be standing in the sunshine slightly altered, listening to this music, and just like feeling it in my body. Just being transported completely to another realm through this music. If you love music, the way that I do you know exactly what I'm talking about. Right?

I was hearing the story that the song was telling. I was hearing the emotions that the instruments were saying. I would open my eyes and I would look around, and I would see all the people enjoying themselves. It didn't matter who they were or where they came from. Like we all came together for four days to enjoy this music, to share our resources, to share our coffee, to hand each other meals over the campfire, to tell stories, to laugh together, to watch each other's kids, to help each other. Like the community that we have lost in our society is something that shouldn't be looked over.

When we're feeling signs of anxiety and loneliness, like I don't believe, and I'm pretty sure science agrees with me, that humans weren't created to live with their only their nuclear families in a home that's 30 feet away from the next home of another nuclear family who you don't really speak to, your neighbors. Like we are village people. We come together. We raise babies together. We always have until like the boom of agriculture. But anyway, that's for another episode.

But I'm listening. I keep going back to the story. I'm closing my eyes. I'm swaying. I'm looking around at people, and I'm just feeling this insane amount of appreciation. Just this overwhelming feeling of love and appreciation and remembering what brings me true joy.

So one of the lessons that I learned from this weekend, number one, is that I made a promise to myself that I can't ever forget what brings me happiness. It's so easy to think it's one thing or the other, but we all know deep down what brings us happiness. Mine has always been the same things. It has been community. It has been sunshine. It has been music, always. Through and through.

Ep #75: Lessons from Four Cold Nights

Sunshine, music, and people. No matter what amount of money I make, no matter what I do with my life, these are my three pillars. Do I have these three things? If I don't, if I'm feeling sad, I am going to begin remembering to check off the list. Do I have these three things? Am I secluding myself from community? Am I not showing up to the family gatherings? Am I not bringing people into my home hosting? Am I not throwing cookouts? Am I not bringing people into my life as much as I want to be? If I'm feeling anxiety, how much sunshine have I had? Right? If I'm feeling anxiety, when was the last time I let myself get lost in music, in instruments.

The second lesson that I brought home was that I must not forget to bring out who I really am in my business and in my marketing. Like I don't know what I'm labeled, but it's like it is music festival hippie who was probably born in the wrong era. Right? I prefer to be slightly dirty. I prefer to be outside. I prefer to be around a fire. I prefer to look halfway like I'm homeless with my big, huge flannel and my cut off tank top. Right? I've never been concerned, like a lot of my friends are, with if my armpits are shaven or if my hair is done.

I've always noticed this about myself compared to other people how little it matters to me that I am put together like in a socially acceptable manner. I gotta remember this when I'm marketing, right? When I'm showing you guys who I am. It's so easy to get caught up in thinking I need to look a certain way. The true me is like in a sloppy bun with a headband and a tank top. Like, that's it.

I think that that's important. I think that there is an audience that craves authenticity. I think we all know that. But a lot of us don't know what that actually means for us. I think I spent a lot of time thinking like I was being authentic in my marketing a few years ago. I was. I would get courageous enough to say certain things that really hit home for me, but I wasn't living full out and who I am.

I'm not saying that when I do straighten my hair and get dressed up and put on makeup that I'm not being me. That's not what I'm saying at all. I'm not saying that I don't love business in all ways just because I love music and

Ep #75: Lessons from Four Cold Nights

festival life and going off grid. I am a girl that learned how to build a business, and I have a huge passion for it. I love it. I'm obsessed with it. I like to get dressed up sometimes and do my hair and do my makeup.

But I want to remember to be shamelessly, unapologetically me in my marketing. What is the absolute best thing that could happen from that? I begin to grow an audience of people who actually enjoy me, and I don't ever feel that I have to put on a show or ever feel like I have to go into character. I don't ever want to feel that way. I want you guys to like see me who I am.

I want you guys to ask yourself is your audience seeing you who you are? Right? Or your community? Or your branding and marketing for your business? Is it you, or do you feel like you have to put a mask on in order to get on the mic or to get on camera? Right? Now is the time to make the change.

If you find yourself in a situation where you've got thousands of followers, and you don't feel like yourself, I just want to be the person that says this is the best time to make a change. If people do notice, it's okay. But you have the smallest audience that you will ever have right now. Okay, hear me again.

Right now in this moment is the smallest your audience will ever be. So this is the perfect time to switch gears if you need to. If you've noticed that you're not being authentic enough. If you notice that you're not being you, if you notice that you're putting on a mask when you get on camera, now is the very best time to make the change.

Another lesson that I learned is I must not, must not forget to disconnect for days at a time in order to refuel myself. I knew that before I went to this festival that I was feeling a little uptight. I had just come off of a big event that required—I mean, it was a full on production. It required writing the scripts and creating the content and advertising it and marketing it and setting it up in our software and filming it and selling it and then having different price points. Then the emails that went out with it.

Ep #75: Lessons from Four Cold Nights

Like anyone that has done a really big webinar understands the amount of production that goes into it. It was a full team effort. It was a stressful one for us, for our team. It was a stressful one. I still stand by it being the best production we've ever done. If you have not gone and grabbed Sprint to Success 2.0, it's on my link in my bio on Instagram. My Instagram handle is @1beccapike. We are still getting flooded with people that are like this was the best webinar I've ever been to. This is exactly what I needed. We're getting a lot of that.

Although it was high quality, it was really intense for me, and it was really stressful for me. So I was coming off of that when I went to the music festival. I knew that I was heightened a little bit in my stress, but I didn't realize how heightened I was compared to base level zero. So like I think that I run at like a five when it comes to stress, a five out of 10. When it goes above a five, like let's say that I have a webinar, and it goes to an eight on stress that feels like oh, I'm a little bit more stressed than the five.

But then when you go to a music festival and you drop your stress down to zero, aside from your tent catching on fire, let's say I was at a one on stress. My heater gave me a one out of 10. When you drop from an eight to a one, you're like oh. Oh I was really stressed. Like the contrast that I saw. So it is imperative for me to bring my stress level back to a zero often.

So one of the lessons that I don't want to forget is how important it is for me to disconnect for days at a time, not just here and there. Not just like okay, I'm done for the day. It's 5:00 p.m. I'm going to put my phone away, and I'm going to disconnect until tomorrow. That's not good enough. For me, it has to be days. It has to be at least four days where I am fully disconnected from social media, from my team, from everything.

The last lesson that I learned is I must remember the importance of what I want to use my money for. Something I know for sure is that super wealthy future Becca when I think of her, like \$10 million Becca, she isn't decked out in fur coats and \$2,000 heels. She's camping, and she's dirty. She's at a music festival. She's going somewhere to blend in. That's what I think of when I think of her. Like money doesn't matter. Nobody knows who she is.

Ep #75: Lessons from Four Cold Nights

She's going to music festivals to blend in and just be like a normal person. Right?

So if super wealthy future Becca plans to just go to music festivals and blend in with the crowd then why is she waiting? Why isn't she doing all of that right now? Like, what is your future wealthy self want? Like, what do you actually want? Not what society tells you that you should have. Not the brand name things. Because brands only exist because of a societal following.

If you stripped away all the brands and all the trends and all the bougie shit that we do in order to make ourselves appear superior then what is left for you? What would you actually want to do with your time if you no longer had to work? Money wasn't a problem. Money wasn't an issue. You don't care what people think of you. Where are you? What do you want? For most of us, the answer is something we can already be doing. But we're not. Right? Because we're just pursuing money in hopes of achieving a feeling, but that feeling is something we can already get right now. Right?

It reminds me of the story that my husband tells me. I'm gonna butcher the shit out of it, I already know. But it's about a man who is very poor. He is a fisherman, and he fishes all day long. He just fishes enough to catch enough fish to feed his family. He comes across another man who has this big boat and this yacht, and he is fishing also. So he's like I'm gonna teach you how to fish so that you can make money. That way if you make enough money, you can retire, and you can fish all day long.

It's so funny. The businessman, the wealthy man is like, let me show you how you can grind your face off so that you can have this thing that you already have as a poor man. Right? Of course, the poor man is like what are you even talking about? This is the best life ever. I just fish all day long.

So I want you to understand that there is for most of us, the answer is something that we're already doing. Right? Like the answer to what we really want in life is something we can already have right now. How many of you are like I want to work my ass off so that I can take my kids camping

Ep #75: Lessons from Four Cold Nights

whenever I want. Go the fuck camping next weekend. Right? I'm gonna work my ass off so that I can do this X, Y, and Z.

I believe that there's beauty in both camps. I believe that I don't have to choose between having drive for money and going ahead and enjoying life now. Right? Like I believe that there is a combination of both. I want to build empires, but I also want to do it playfully with lots of joy and campfires, and sunshine and music in between the building of the empires, right? I think it becomes so black and white. It's so easy for our brains to say I got to put all this stuff on hold so that I can build a business. So that I can build something big so that I can grow so that I can then have the things I really want.

I hope you guys take a few of these lessons that I remembered and reevaluated from my weekend out in the sticks of Rockcastle County, Kentucky. I hope you apply them. I hope you just think about them. I know that this episode was a little bit off the riff. I kind of went all over the place. I've got a super hoarse throat right now. I think it's because I've been inhaling campfires for four days. I hope you took something from this.

Before I go, just remember our 30 More deadline for the mastermind is on November 18th. So it's coming up real fast. Guys, this mastermind is where I teach you all how to have this exact balance. This is where I teach how to grow your business, how to leave and go on a vacation and come back richer not poorer, right? Like because true richness, true success is actually enjoying your life.

I made a post today, and I was talking about how I'm not impressed by people that tell me that they've made a million dollars, self-made million, until they told me how they did it, right. Because if you made a million dollars, and you strong armed your family the whole time, and you strong armed your hobbies, and you put everything on hold. You never played with your kids, and you just worked your ass off, and you cried every day to make a million dollars, I'm not impressed.

Ep #75: Lessons from Four Cold Nights

But if you built a self-made million dollar business, and you still had joy in your life, and you still took time out to properly nurture the people and the love and the humans and the kids and the pets and whatever it is that makes you happy then I'm truly impressed.

That's why I built 30 More mastermind. I'm showing students all the time, this is how you do it. This is what it looks like to scale a business. This is what it looks like to grow. Here's what it looks like to grow without pulling your hair out. Do you have to work? Yes. You still have to work, of course. But do you have to hate your life while you're working? Do you have to work yourself to the brim? Hell no.

We were trained to believe this. We were told we had to believe this. This is the way that they kept us factory style working, clock in, clock out. You trade your time for money. It's not what you have to do. You don't have to do that. You just have to trust and believe that you don't have to do that, and then go and learn how to not have to do that. That's what I teach in 30 More mastermind. November 18th is the deadline. Come hang out with me. I would love to teach you. See you guys next week. Bye.

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

Ep #75: Lessons from Four Cold Nights

hellyescoachingonline.com. See you next week here on *The Hell Yes Entrepreneur* podcast.