

# Ep #101: The Hardest Lesson I Have Ever Learned



## Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #101: The Hardest Lesson I Have Ever Learned

Hello friends. Today I am being very vulnerable about something that took me two years, two year span of a time to process. So while listening to this, please first of all, be nice. Secondly, remember that these types of frustrations and dips and uh-ohs in our business are what make our business really strong. We learn best when we go through the wringer, when we hit rock bottom. Like there is no better way to learn a lesson than through pain, in my opinion.

We can, of course, read a lesson. We can listen to a lesson. We can watch a friend go through a lesson. But when we go through a lesson and there is pain involved then it is deep in our core and in our spirit, and it is learned very well when it's associated with that. So let's get on with the show. Welcome to episode number 101. 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.

Guys, we are like two weeks out from the deadline of the Thirty More Mastermind. Listen to me. If you are ready to scale, it is time. It's time to pull the trigger. Applications are rolling in. The excitement and the hype of the deadline is here. My clients are all in, and that is why they are pulling in the numbers that they are pulling in.

So you all, the majority, listen to that word, the majority of my clients that have come through the Thirty More Mastermind have seen an average of double their revenue and 50% less work time in the twelve months of this community. 100% of all the students that have ever been through 30 More have reported more enjoyment in their business since joining.

Guys, this is a no brainer. You would be buck wild not to join. We are reinventing what masterminds look like, and I am so honored and so proud to present this group to you. But you got to act fast. Time is running out.

## Ep #101: The Hardest Lesson I Have Ever Learned

Come play with us. We've got like two weeks until the deadline. Announcement number two. Also, at the end of this episode, I am going to be announcing a very special offer. So stay tuned.

So I would like to take you on a journey back in time. It's two years ago. I'm 32 years old. I'm sitting at a conference table in Cabo San Lucas, Mexico with a group of women that collectively pull in about \$20 million per year. I am at a high end mastermind. I was about 18 months into owning Hell Yes Coaching. I was new. I was a baby in owning an online business.

I had just stepped away from all of the CEO duties at Massage Strong, and I was just beginning to learn how to actually grow my coaching company. Even though my coaching company was like two years old at the time, I had only spent like eight or nine months, for lack of better words, taking it seriously by the time I found myself at this conference table.

While I was sitting there, I remember feeling like a newbie, but I also remember feeling very powerful. I had several different offers that I was offering within Hell Yes Coaching. I pictured Hell Yes Coaching a lot like Massage Strong where I was building a company that was much bigger than me. I wasn't going to be the only coach in it. It wasn't going to be all about Becca Pike. It was going to be like remove my face from the front of everything. I wasn't branding myself. I was branding a company. Right?

So I had several different offers within that company, and it was all going really well. Right? I mean I was at the table, for god sakes. It was going well when you find yourself at a table of women that were powerful. At the time, I had a certification course that I ran called Zero to Coach, and it brought in \$100,000 a year where it certified coaches to become coaches.

Separately, I also had my one on one coaching, which was bringing in about \$200,000 a year. Separately from that, I had other coaches doing one on one coaching for me under the umbrella of Hell Yes Coaching. That brought in like 100,000 a year.

I had Three More, which you guys still know today, but at the time, it was launched like an open closed cart pattern, and it was bringing in \$100,000

## Ep #101: The Hardest Lesson I Have Ever Learned

a year. Okay? At that conference table that day, I received coaching that would forever change the trajectory of my business.

So let me set the stage. I was, again, so excited to be there. I felt included in an elite group of women. I felt powerful. I was buzzing with possibility. I had just come off two days inside of a conference for business owners in Cabo. But now, at this table, it is day one of the more accelerated conference. It was like a branch off of the beginner business conference.

Now you had to be invited into this room if you were a high earner. So you couldn't be at this table unless you were shooting for seven figures. So some of the women around me were making five times more than me, right? Some of them had been in this mastermind for years. I was the new girl. I was eager to do whatever I needed to do to grow my business, right?

So I won't go into the details, but on that day, I received coaching to savagely simplify. I do not use the word savage lightly here. My coach at the head of the conference table believed that in order for me to scale, I should grow my business exactly the way she did with only one offer. She coached me at the time to get rid of my Zero to Coach certification, my one on one coaching, all of my coaches, my whole staff that worked with me who were doing one to one also, and to only keep my Three More program.

But while keeping the Three More program, to change it from open closed cart to just always open cart. By doing that, that would bring in a third of the revenue. But the idea was to bring in more people, three times more people, by focusing just on that offer. Not only that, but to do all of this as soon as possible, which meant I needed to refund everyone who was in the middle of one on one with me, in the middle of Zero to Coach, and let go all of the staff members in the name of simplifying and simplifying very fast.

Guys, I was in shock at the table. My fellow mastermind mates talk about how pale I went. I remember bartering with her and telling her maybe you don't understand. I kept saying it. Like, I don't think you understand. She was like I do understand. She assured me that she understood, but that this was the way to grow.

## Ep #101: The Hardest Lesson I Have Ever Learned

So that week, I flew home to Kentucky, and I laid off four people. I also removed from my website and from all of my offerings everything except for Three More. I refunded \$55,000 to people who were mid-service, and I just told them I was changing the direction of the company. I was changing everything, and I was simplifying down to one offer. I did this all in the name of success and fitting into the tribe.

What I didn't know was that I was setting myself up for the hardest, most irritating, most banging my head against the wall next 18 months of my life. My income dipped for a year, probably more than a year. I had to relearn how to sell one program that at the time was only semi-successful, and I had to make this into my main signature offer. Through all of this hardship, I completely stopped trusting that I knew what the hell I was doing at all.

I saw months and months go by where my bank account was just draining. I lost confidence in myself. I lost who I was. I lost so much. At the time, my coach was kind of like it'll get better. Like, you're going through the shitty time. You're going through the river of misery, she would say, but it'll be over soon. Guys, I hate even talking about it because I didn't want to do this. I didn't want to do that to my business. I fought it. I was sick over it. It went against everything I knew in business and how I built businesses before I entered to that mastermind.

But I did it. I'm the one that chose this path. I'm the one that said yes. I'm the one that changed all of this. Just me, no one else, full responsibility of me. There was a time where I felt mad towards my coach. I'm so far past that now. I didn't have to do anything that she said ever, right? I chose to because I wanted to succeed and because I wanted to fit in and because others in the group had done the same thing. They had simplified, and they had succeeded. But I had lost trust in myself and in my own opinion. Because I conformed, it was on me.

For so long, guys, for months and months, 18 months, I struggled and I drowned. It has been so long. Now looking back at that time, I realized that I just felt so weak, and I felt like a follower, and I felt like a cop out. I haven't talked about it because essentially I felt like I had ruined my business. I had

## Ep #101: The Hardest Lesson I Have Ever Learned

ruined it in a way that wasn't easy to just change back. It wasn't like I could just bring the offers right back. Like I deleted so much, I burned so many bridges. I stopped trusting that it was the right way. Even if I wanted to bring back, I didn't know that it was the right move.

I stopped trusting myself. I wasn't entertaining my creativity at all. I felt like I was inside of a box just waiting to figure out what the next move was or for someone to tell me what the next move was. Because I trusted such a big part of my business in somebody else's hands, it led me into a place of now I feel like someone else has to tell me what to do.

So when I started writing this episode, I was going to talk about it being this big regret of mine. But the truth is I don't regret it now. I'm just now capable of saying that I don't regret it. Just now, years later, because it was the hardest lesson I've ever learned, which is to trust myself and my creativity.

Unfortunately, I was drinking the Kool Aid of that coach so much that I started believing that having only one offer was the way to grow a business because I trusted and believed so much. So I started coaching my students to only have one offer. Which is crazy. But, by the way, just to be clear, still to this day I believe in simplification. If offers are getting in the way of each other, or a business owner's attention is being sporadic across different offers, or if my students start losing leverage, I will have them dock certain offers and focus on ones, but that's more like time management.

But when I was in the midst of tearing down my business model completely, I started coaching my students to have only one offer no matter what up until a certain revenue level. Looking back now, I think it was just kind of a brainwashed way of coaching because I was doing the same thing I was being taught was right. I just honestly don't believe in any of that anymore.

This is part of the evolution of coaching. I think so many coaches are so worried about changing their mind. Right? I've talked to all these coaches that are like well, I have taught this for so long. I can't imagine teaching the opposite because what will everyone think? Everyone that went through my

## Ep #101: The Hardest Lesson I Have Ever Learned

programs, and they know that this is part of what I am and what I believe for me to just change a switch.

But, guys, I think that this is one of the most important things to show your students. That you can evolve, you can change your mind. That you're allowed to be human, that you're allowed to go through things, make mistakes, and then decide that that wasn't the best way to grow your business and to do things. So this is me coming out, coming out of the closet, and I am saying I fucked up.

It took me a long time to admit that not all bad things came from this time, this complete tear down. To be honest, I learned a lot. I focused on just Three More for 18 whole months banging my head against the wall. Nothing else. Just one offer. Almost lost my company to it. But now successfully it is officially my signature offer. I think it was like 18 months of a forced time out to get laser focused on how to sell one offer. That taught me how to sell better in the long run, right?

So I don't regret it, but I also don't think that that's the only way or even the best way or even a good way to get really good at selling. I believe businesses can be built a million different ways, and I think that they can all be successful.

But I sat down and I zeroed in on why I did what I did back in the day, and I came up with three things. Number one, I trusted that someone else had the answer over me. I think that trusting someone else's answer can be healthy. I think mentorship is trusting someone else's answer, and I believe in mentorship. What I don't believe in, though, is saying yes and agreeing to things that every cell in your body disagrees with in order to fit in.

Number two, I wasn't willing to see all the ways that my business was already working. I was too focused on the areas it wasn't working. So changing everything made sense to me. Number three, I wasn't willing to be the outlier. Guys, the village gene from our ancestors is a strong one. We, as humans, we don't want to be kicked out of the village. We want to be accepted, and we want to be accepted so bad.

## Ep #101: The Hardest Lesson I Have Ever Learned

I look back now, and I realize how much this played a part in the decision I was making. So, guys, it took me a solid two years to process what I did to my business, to process what I did to the people working with and inside of my business. It took me two years to even open up and talk about it.

But now I'm in a place where I feel comfortable enough to show the vulnerability, to show where I'm at fault, and to say hey, don't do what I did. Learn from my mistakes without walking through them yourself. It is absolutely imperative that you trust yourself, that you listen to your gut, that you stay the captain of your business ship, and that you lean all the way into you. Get the coaching, get the mentoring, simplify, but always, always know that you make the call.

My coaching philosophy has changed so much just in two years, and it's showing up now in my mastermind. People are coming into my containers because they know this is where I go to be creative. This is where I go to be safe. This is where I go to have a place that I can show up and show out and try things and fail and try again and have the freedom to trust myself.

I am choosing to trust myself again, little by little. I think that that is the direct reflection of what's happening inside my mastermind. To celebrate, I am announcing for the first time right here. I'm bringing back an offer, and I want to invite you or someone that you know to come inside.

I am officially bringing back Zero to Coach certification. I can't believe I'm saying that. I know that there are listeners out there that this hits them right in the heartstrings because they either went through Zero to Coach certification, they wanted to go through Zero to Coach certification, or they were midway through Zero to Coach certification and they got their money back. I'm so sorry.

Wow, guys, it's been a long time since I've said these words. Zero to Coach certification is a twelve week certification program. This is for beginner coaches or any coach that wants to hold a certification for coaching. We keep these groups very intimate. We cap them out at five people or less.

## Ep #101: The Hardest Lesson I Have Ever Learned

So we will sell out. We're opening up the cart to sign up for Zero to Coach for only three days.

The cart is open from April 25<sup>th</sup> to 27<sup>th</sup>, and we are going to begin our twelve week sessions the week of May 1<sup>st</sup>. This means that you could be fully certified with a fully functioning certified coaching business by this summer. We do not know when we will open this cart again. It may not be until fall of this year. We haven't locked in dates for future rounds.

The cost of this class is \$6,000. You will not find a higher quality, more thorough certification program for that price anywhere. We have numerous people who have certified through Hell Yes Coaching, and reopening the program means so much more to me than just reopening a program. Reopening this program is a celebration of self-trust, self-forgiveness, self-acceptance, and trust in my future. I am so proud.

This course is taught by our Hell Yes Coaching head coach John Richardson who has been by my side through all of this. I am so proud to call him my sidekick, and he is so excited to reopen Zero to Coach. We start the week of May 1<sup>st</sup>.

So as a recap, Thirty More Mastermind deadline to apply for this coming July round is May 5<sup>th</sup>. If you want to become a Hell Yes Coaching, you can sign up between April 25<sup>th</sup> and April 27<sup>th</sup>. On the 27<sup>th</sup> at midnight, we will be shutting down that window. So don't hesitate. Thank you guys for another glorious episode of *The Hell Yes Entrepreneur*. I love you. Goodbye.

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

## **Ep #101: The Hardest Lesson I Have Ever Learned**

always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit [hellyescoachingonline.com](http://hellyescoachingonline.com). See you next week here on *The Hell Yes Entrepreneur* podcast.