

Ep #116: 8 Ways to Grow Your Coaching Business



Full Episode Transcript

With Your Host

Becca Pike

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Hey guys, what's up? This is episode number 116. 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.

Hello, my friends. I am in a coaching season. As in, we are getting ready to launch to Zero to Coach, and I am just thinking about coaches and thinking about coaching and the entire industry and how I ended up here and my journey through the coaching world. There have been so many ups and downs, so many failures, so many big aha moments, so many successes, and a lot of honestly just turns in the road that I wasn't expecting.

As I sit here looking back in hindsight of the coaching company that I have built, there's a few things that stick out to me. I was just talking to John, the head coach here at Hell Yes Coaching. I was talking to him. I was like I want to make this episode on the podcast where I talk about some of the beliefs and some of the strategies that that kind of came naturally to me as I was building the coaching business.

I want to put them in bullet point form and just talk to you guys about them. Because some of these things I kind of bypass, and I don't really think about and, I don't like necessarily teach on because they come so naturally to me. I understand that we all have our own qualities and our own like skill sets. Some things that come naturally to me don't come naturally to you, and vice versa.

So I put together just a quick bullet point. I've got, let's see, I have eight bullet points of things that just really, really launched my coaching business. Things that I thought about or strategies that I implemented that really took me off four years ago, whenever I started this rodeo that is now a full blown company and something that I am very proud of. So let's jump right in, shall we?

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All right, number one. When I first started my coaching business, I constantly compared it to the brick and mortar world because I had a brick and mortar business at the time that I had built to seven figures. There are things that happen in the brick and mortar world and in those industries that do not seem to have percolated over to the online coaching world yet.

So for instance, when I open a new location in my brick and mortar, there is a startup cost, right? I know that I'm going to allot a certain amount of my budget, and a lot of it is going to be debt, that I am going to allot to starting that business. So when I started my coaching business, I had already wrapped my mind around this idea that like I don't want to start a company that is just DIY, the cheapest way I can possibly do it, cutting corners and squeaking by and trying to do everything myself. Like that just wasn't the vibe that I was going for.

When I started a business, I wanted to do it right. Because in the brick and mortar world, I would start a business and I would throw down \$80,000 to open a new location, and that would cover the build out and the sign and the staffing and all the furniture and the break room and the refrigerator and like the sheet racks for the massage sheets and like all of these things that I needed to pay for to start a business.

When I started the coaching business, I assumed I was going to need to pay for things in order to do that. Guys, this was massive, right? I had no qualms about paying for a coach that's \$10,000. All of that was just budgeted in. This was such a massive difference between a lot of the other coaches that I saw building coaching business. This was literally everything, right?

I watch other coaches spend three years before investing in help, and it shows right? Then when they do, they're white knuckling it the whole time. Not because their risk is bigger than someone else's, but just their expectations are different, right? Like maybe they had an expectation to create a completely DIY online business.

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That just was never there for me. I never wanted a completely DIY, cut corners, cheap as you can get business. I simply knew that I had to spend money to create a real company, and I got that from the brick and mortar world. I'm so thankful that I did.

Also on top of that, in the brick and mortar world there's more of like a culture, I think, of putting yourself out there unapologetically. Massage Strong has thousands of people that drive past the big, lit up, huge-ass \$6,000 sign that we have plastered on the front of the building, right? In the coaching world, I didn't have that. So I had to decide how to make up for that. Right?

Like brick and mortar businesses often have a marketing budget where we're running Google ads and SEO and all of that from the very beginning. There's a sign. You're putting yourself out there so hard. So I knew that simply showing up online like once every week to tell someone what I'm offering wasn't enough. It was never going to make up for not having a sign, for not having Google ads, for not having SEO, right. So I did everything that I knew how to do to get myself out there. Right?

I bought the marketing budget. I went ahead and got the Google ads running, the SEO stuff. Then I figured out what wasn't worth it, what wasn't working, and I pulled those down or changed position or pivoted, right. So like in the brick and mortar world, the culture is just simply more like we will spend money to make money. I think that aided me so much.

There's also this idea of like don't do everything yourself. Like it's very rare to go into a brick and mortar place, and the owner is the social media person. She's the marketer, and she's the front desk receptionist, and she's the service provider, right? I notice in the coaching world, most business owners are trying to be all of those things by themselves. Right?

I came into coaching with a sense of a team from day one. I didn't go all out. I didn't like spend thousands of dollars a month building this team before I had any profits. It wasn't like that. But it definitely helped that I mentally budgeted a startup cost that would allow me to bring on someone

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that could help me and someone that understood more, and having the mentorship and all of those things that really launched my business because I wasn't just thinking about the absolute cheapest possible option and cutting corners.

Okay, so number one, constantly comparing it to the brick and mortar world, which is super helpful. I know that many of you do not have brick and mortar businesses to compare your coaching to, but you can borrow some of my ideas and some of my experience for yourself.

All right, number two, I've found my mentor, first thing. First thing I did, right? So I hired a coach before I ever had told like anyone that I wanted to have a coaching business, and I trusted her and I leaned into her. Guys, I am a phenomenal student. Here's a life hack for your business. If you want coaching clients to come to you, be the best student to your coach.

There is something in the universe that happens when you show up, when you listen, when you take coaching, when you are a blank canvas for them to paint on then you start positioning yourself into the world in a way that attracts people to want to work with you. It is like an unspoken law. It works every single time. If you are the type of student who doesn't show up to the mentorship, doesn't really lean into your mentorship, refuses to buy a mentor, refuses to spend the money on a mentor then all of those thoughts and all of those beliefs are going to be circulating around you. It is tangible.

So if you have a mentor, phenomenal. Lean into her or him in a way that you have never done it yet. Just up level the type of student you are every single time. If you're not getting what you want out of coaching, it is your job to go get it. It is your job to ask the questions. It is your job to make it worth it. When you take on that type of self-responsibility as a student, your coaching company is going to explode, I promise.

All right, number three, and I think this is important to do even if you are three years in and you have never done this before. It is time to start cleaning up shop. So number three, I wanted to get unsubscribes, and I wanted to turn people off. Okay, so let me elaborate.

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When I had started my coaching business, I had enough life experience to know that I would rather take a bullet to my ass than be coaching people who aren't okay with the fact that I cuss or the fact that I'm not associated with any specific religion, or people that aren't okay with how direct I am, right? Like I am the coach who will tell you what will help you in the long run even if it hurts a little bit when 99% of other people will tell you what you want to hear. Right?

So from the very beginning, I found my voice and the exact way that I wanted to show up knowing for sure that there are going to be a lot of unsubscribes and unfollows. But the polarizing effect was that it was going to create a following of people that really knew me and were there for the right reasons. They knew who they were following. They liked who they were following. They weren't just getting some sort of shell of me playing and pretending and giving some broad overview of like a PG-rated version of what I really believed.

I remember, I'll never forget, it was like my fourth consult ever. I was on the phone with this guy who really wanted to work with me. His business model was positioned in a way that I felt very confident in. I knew for a fact I had it in the bag. I was like super pumped. Back then, I mean if you guys know if you're still in the beginning of your coaching business, every consult counts. Everything is so highlighted and exciting. I just wanted to land this guy, and I wanted to help him. I wanted to coach him, and I wanted to grow the fucking shit out of his business.

Then I'm in the consult, and I said some sentence towards the end of our consult, and I used the word shit. He stopped me and politely asked me not to cuss in front of him. He didn't like it, and it felt offensive. I told him I did not mean to offend him, but this won't be a good fit because I do cuss. I'll never forget. We got off the phone.

He was kind of first of all, I think he was a little bit shocked. He was like yeah, but I still want to work with you. I was like I understand, but I don't want to ever offend you. There is no way that we are going to work together

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for the next six months, and that I'm not going to cuss. That is just part of my vocabulary. It's how I speak.

I mean, I was in the restaurant industry, okay. I dated bartenders. I dated cooks. I dated MMA fighters, okay. There ain't no way I'm not cussing. I was raised by brothers. Okay. Like I say the F word, it just slips right out of my mouth. So I didn't want to tippy toe around this guy.

So I remember getting a phone. I remember calling my coach. I told her about it. I'll never forget how proud she was of me. She said, "Becca 99.99999% of coaches that are just starting out would have stopped cussing for the sale of the client. You didn't. This is how I know you are going to be super successful."

So just to wrap that up, guys, be yourself. Be yourself and do it unapologetically. Let the unsubscribes happen and let the unfollows happen. Let it happen. Let it happen. Let it happen. Welcome it, right. Welcome it. Don't go through clicking who unsubscribed this week? Who was it? What does it mean about me? What were they thinking? What sentence did I say that turned them off? What did they not like? Right? No, no, no.

Instead, go through and see who else subscribing to your list. Wow, look at these people. Where did they come from? They came from Instagram. That's phenomenal. They definitely see who I am in real life on Instagram. I am not filtered at all on that platform. That's phenomenal. These are my people. They want to hear what I'm saying, right? Like, fill your mind with the good stuff. Be unapologetic.

Okay, number four. This is the truth. I looked at everything like it was an experiment. I still do. I think this is one of my biggest strong suits. So I'm committing to each experiment that I do in my business, and I'm committing to it for X amount of time. Maybe a month, maybe six weeks, whatever. So if I change my pricing, or if I change the way that I'm marketing myself, or I've changed my social media approach, or I'm changing the way that I'm coaching, right.

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Especially in the beginning, I was tweaking things a lot. I was like a hungry scientist in my lab seeing what worked and what didn't work. I didn't make the didn't work section mean anything about myself. I realized now after all these years of coaching that it doesn't necessarily come naturally to everyone to be able to do that. Right?

Like I notice a lot of coaches' minds are wandering off into a quote unquote if I start a new pricing or a new offer, then I'm committing myself to that for the long term. Right? Which to me feels like a shit ton of pressure and a shit ton of sacrifice and it makes me feel claustrophobic. I know that it does for some of you guys too.

So everything that you're doing in your life and in your business is simply an experiment guys. You are not ever committing to anything for the long term besides probably marriage and children, right. So like, to me, it's like if you want to just try a new pricing, you want to try a new webinar, you want to see if you can funnel people in through your email list by doing X, Y, and Z. You want to see if you can hire someone and try out a marketing agency like do it for 90 days. Do it for their minimum.

It doesn't mean that you are committing to it for life and forever. This is the way real CEOs grow their business, constantly experimenting. Even some of the biggest companies on the planet are still just completely experimenting.

Elon Musk is a wonderful example of this. Just constantly throwing shit out there and trying it and seeing what happens because he, well, he actually is a scientist. So I assume it comes pretty naturally to him. But just ask yourself where are you holding yourself back because you're simply not willing to experiment, and putting pressure on yourself that if you make a decision you have to stay with it.

Ask yourself why. Is it like you're embarrassed that people are going to know that it failed. So you don't want to shut it down because then they're going to know? What is actually happening.

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By the way, slightly unrelated, but you guys right in this very moment, you have the least amount of clients you will ever have. You have the least amount of followers, the least amount of people on your email address, the least amount of people looking at you that you will ever have in the future. So now is a wonderful time to experiment.

All right, number five, I am a very fast decision maker. I trust myself, I don't spend a lot of time overthinking, and I will not allow myself to feel overwhelmed. Did you know that's a choice? I don't play with overwhelm. I don't do it. I ain't doing it. Right? I don't do overthinking. The most successful people on the planet are quick decision makers.

If I am presented with an opportunity, I go for it. Looking back at starting my coaching business, it was the same. If I was presented an opportunity, I went for it. It's as simple as that. I trusted my gut. I trusted the power of experimenting. I had this huge allotment in my mind towards failure, right?

Like, if I was presented with this opportunity to, let's say I got this idea that I wanted to start a podcast. I did not sit on it for weeks. I didn't sit on it for months. I did it. If I'm talking to my coach, and she presented me with this idea that made a lot of sense about maybe starting a new program or a mastermind or whatever, I didn't sit on it and think about it and go through all the what ifs and the oh my gosh, and I can't decide. That is just so exhausting to me. I would rather be moving and moving quickly than sitting and thinking.

I think the most painful anxiety comes from wanting to do something and not doing it as opposed to just doing it, ripping off the band aid and getting moving. That doesn't create anxiety, right? Movement doesn't create anxiety. Waiting and sitting and waiting and waiting, that's what creates anxiety.

But I have this huge allotment in my mind budgeted towards failure, right? Like, I expect that I'm going to, I don't know, waste money, waste time, waste energy trying to figure out the science and the experiment of growing my business. So I'm not like flabbergasted and stuck in absolute paralysis

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when, let's say I hire a mentor and it didn't work out. I'm not going to be stuck in paralysis going for my next mentor. Right?

I expect that things will happen and I will move on. So like if I spend money to create a new website page, and it doesn't work out, and I tear it down. I'm not frozen in fear to do it again. I'm not frozen in what do I do? What if it happens again? Right? Like I keep moving. I fucking move you guys. I keep changing and evolving. I pick myself up, and I move forward.

I know that some of you guys know this because you've been following me. Just in the two years that you have been following me, I have been evolving and changing and making shit up and trying things and deleting things and getting rid of things and moving forward and partnering with other people and starting other businesses. I move, move, move because I trust my gut.

This doesn't mean that I say yes to everything. I definitely don't. I say no to most things, but I say no to them quickly. I say yes to the things that make sense, and they make me feel like I'm gonna make money. They feel like a good investment, and they feel like a good choice. I do it, and I do it quickly. I do not allow myself to get stuck in paralysis, overthinking, overwhelm.

I definitely don't do that whole thing where I'm like assuming everything isn't going to work out because the thing in the past didn't, right? I don't do that what ifs. I don't have time for that shit because I'm fucking moving y'all. Keep up with me. Let's go. Let's do this together. Right?

All right, number six. You guys, I always kept my expectations very low in coaching and honestly, I still kind of do. So I was coaching this girl in my Three More community not too long ago, and she was telling me she was like, "I'm really just pissed at my business. Like I'm just pissed. I'm frustrated, and it's not working. It doesn't feel good. I like cry every day."

I was like okay, all right, let's figure this out. I was like have you made any money yet? I knew that she had just started it like, literally, I don't know what she said like six months ago. I was like okay, have you made any money yet? She said, "Yeah, I've made \$45,000." I was like you started six

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months ago, and you've made \$45,000? She was like yes. Then she was like, "I know, it's so ridiculous." I was like wait, hold on. There's no problem here. Like, what is the actual problem?

The problem isn't her sales. The problem isn't her business model. Like I'm sure some of it can be tweaked and changed and made more efficient and all that stuff, but she's just a beginner. She's only been in business for six months, and she's made like an accountant's salary in six months. I was like what's the problem?

She said, "Well, I was expecting, like, \$250/\$300 my first year." I was like well, that's the problem. It's not your business model. It's your expectations. Guys when I first started my business, I was expecting it to be really hard work, and I was expecting it to be a long game. I was expecting not to just be like on this month to month hamster wheel of obsessing over my numbers.

But I wanted to know who I would become over the course of the next several years, not exactly how much money I'm gonna make, and putting some arbitrary number on myself with a bunch of pressure on it to hit every month. That sounds like suicide to me. It sounds like burnout. It sounds terrible. So I just remember telling myself I want to increase my salary, my coaching salary. This was the first year. I'll never forget.

I had this notebook. The papers were labeled by the month. So I had a February, the next page was March, the next page was April. My whole goal when I turned those pages into the next month was to make \$100 more than the last month. \$100. So I'm talking like my very first year, let's say that I made \$500 my first month. My goal the next month was \$600. The next one after that was \$700. The next one was \$800. Right?

So because my expectations were so low, I felt like I was on a playground. I was just having fun. I was just excited. This is just play money. I'm not saying that it has to be play money because you have this other income. Maybe it's not playing money. Maybe you're like Becca, this is my job. I don't have the ability to think of it like extra. That's not what I'm saying.

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What I'm saying is you get to choose, no matter if this is your total income, and you have to use it to support yourself and to survive. You get to choose how you view it. You get to choose what expectations and standards you put on yourself. Right?

So if you're expecting that you're going to take your \$50,000 a year coaching business, and you're gonna make \$300,000 next year. You start associating each month like I didn't make this much. I didn't make that much. You're going to really burn out.

All right guys, two more. Number seven. I play worst case scenario in my head all the time. I always did. A lot of people believe that by playing worst case scenario, or thinking about your worst case scenario, you're gonna like accidentally manifest it to yourself, but that's not at all how it works. It's more so that by playing worst case scenario, you desensitize yourself to this thing that you're afraid of. You position yourself to problem solve for it before it ever happens.

Sometimes we fear things so much that we can't wrap our minds around the fact that this thing that we are allowing to scare us for months and years at a time is simply not that scary. So let's say, for example, that you want to, I don't know, invest in your first big time coach, and you want to spend \$10,000 on this coach. You've never spent that kind of money on anything in your life. You would have to go into debt for it because you only have \$1,000 in your bank account. All right. So let's just go there.

You could spend months and months and months and months overthinking it, and worrying about it and dissecting it and asking other people who have terrible money views in their mind what they would do about it, and they're gonna tell you not to do it. Then you're gonna just repeat the process over and over.

Or you could just play worst case scenario. Okay? Best case scenario, this works out. It's phenomenal. I grow a huge ass coaching business because I finally hired a mentor. Worst case scenario is I lose the \$10,000 because I

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learned absolutely nothing from this person. Absolutely nothing, which by the way, won't happen. But let's just go there.

What would you do? What would you do about that? Would you spend your entire life feeling sorry for yourself, or would you be like okay, I learned the biggest lesson of my life. Now I'm going to spend some time paying off this credit card that I put it on. I learned so much. I learned the exact coach I don't want to be. I now know exactly who I want to work with, right?

Like, the worst case scenario might be that you go and you get a part time waitressing job for six months to pay off the debt, or three months to pay off the debt. Like, usually your worst case scenario has nothing to do with actually how bad the scenario is. It's more of a fear of how much you're going to talk shit to yourself when you fail. That's really the biggest fear.

The biggest fear is most people don't want to feel what it feels like to fail. So they tell themselves that it's not an option. But then looking at it from a 3,000 foot up helicopter view, it's not necessarily that you don't want to put \$10,000 on your credit card. It's not necessarily that you think you're going to lose your house, or you're gonna lose your family, or you're gonna have to move in with your parents or anything like that. It's probably more so I don't want to feel the feelings of this didn't work out. I know that it was my fault for not X, Y, and Z. That's the real fear.

To me, that's just not a big enough worst case scenario to detour you from where you want to go in your life. Because the best case scenario is that you're a millionaire in the next five years. Right? The risk to reward is so good.

All right. Number eight. You guys when I started my coaching business, I had so much courage. Not confidence, not confidence. That's not what I'm saying. I had courage. Confidence is like you walk into a room and you know for a fact that you are the best coach in there, that you can coach anyone that's in that room, that you will change their life, and you know it to your soul. I did not have that. Okay.

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I walked into a room pretending like I did. I had courage. I showed up. I was scared to death to walk into those networking events. I was scared to death to push live on the Facebook Live. I was scared to death to start this podcast. Okay, scared to death. I can't say it enough.

I was fucking terrified to buy my first \$10,000 coach, to buy my first \$6,000 program, to do anything. Scared out of my mind. Scared out of my mind. But I did it because I was courageous. Because I knew that the feeling of fear is not necessarily tied whatsoever to the fact that this could work really well. That my feelings are not the results that I'm looking for. You guys, I had so much courage. I did the things. I did the things that scared me.

I know it sounds so cliché, but I can't say it enough. Hear me when I say this. I was scared. I did it anyway. I was worried that my friends and my family wouldn't get it. I did it anyway. I was scared to go for it. I remember being like I've got so much wisdom when it comes to business coaching. Like I want to get on Facebook and talk about the fact that I've made millions of dollars, but I've never done that before. Terrifying. What is my Aunt Gloria gonna think?

My Aunt Gloria, I don't know why, but she always pops in my head. Like, I'm always worried that she's gonna think I'm a douchebag. But I'm like I don't want to get on Facebook and talk about how I've made millions of dollars because Aunt Gloria might see it. I was scared to death to talk about my accolades in order for people to trust me enough to allow me to coach them. Right?

I had to get over that. I had to find courage in everything that I did. I was scared to death to do a group program. I was scared to death my first consult, but you guys, I did it anyway. You don't have to be confident. You don't have to feel like you are the best coach on the planet. You don't have to even feel like you know what the fuck you're doing. Because you don't. You don't. There's no way. How would you know?

Especially when you're just starting your coaching business. You don't know what the fuck you're doing. Nobody does. That's how it's supposed to

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be. That's why the only people that are successful in this are the ones that are courageous enough to keep pushing through and to keep saying yes to things that are scary to them.

All right guys, that is it. Those were my top eight beliefs and strategies that I used to grow my coaching business from the very beginning. I hope you guys took something from this. You guys, I know that you already know this, but the coaching industry is fucking booming and for good reason. It is super lucrative. It is super enjoyable and relaxed if you build the coaching business that you want to build, if you do it from your home, or you do it from your office, wherever you want to do it. You get to get paid while you're doing something you love.

Coaching and building a coaching business though are two entirely different things, right? Like there are so many coaches out there that are great at coaching, but their businesses aren't taking off yet. Okay, the coaches that want to be making money, but they don't have things in place, right? Like they don't really know how to turn their skill of coaching into actual business that makes money.

Like they've built their curriculum, they've built their course, or they know exactly who they want to coach and they know that they're going to be good at it. Or they've spent endless hours thinking up their coaching businesses, but they're just like sitting on it, not making the money that they want to make right.

Inside of our Zero to Coach certification course, we teach you how to launch a coaching business and stand out from your competitors the same way that we did. We're going to show you how we built Hell Yes Coaching, what it takes, who to know. We're getting you there in 12 weeks. 12 weeks. A certification course in 12 weeks. It is jam packed.

When you complete your certification course with us, you will have a fully functioning, certified coaching business and a little Hell Yes Certified Coaching badge to prove it. You're going to have clients. You're going to

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have clarity. You will be a certified coach, and you guys your life will never be the same.

Okay, this is for every coach of every niche. If you are a very beginner coach, this is for you. If you have had your coaching business for more than six months, and you have not made at least \$50,000 in your coaching business, this is for you. Okay, this course is 12 weeks. It is \$6,000. We do offer monthly payment plans. Guys, there's no pre-recorded videos. This certification is completely live. Sessions, workshop style, classroom setting on Zoom once per week for 12 weeks.

So you can sign up for this next cohort on August 14 through the 16th. That is Monday the 14th through Wednesday the 16th. But we do have a pre-sale happening the three days prior. So if you sign up early on the 11th to the 13th, you will get my coaching course, which is called My First 100k: Coaches Edition for free. This course is priced at \$1,500.

This course is kind of like my key to my diary for my first year of coaching. I go into great detail explaining my exact strategy, the offers that I offered, my thinking behind the moves that I made in all of my first year of coaching, and how I created a six figure year in my first 12 months. Then a \$250,000 year the next year, and a \$550,000 year the next year, and so on and so forth.

So as a recap, you can sign up for Zero to Coach on August 14 through the 16th. But if you snag a spot early, you get an added bonus My First 100k: Coaches Edition on demand videos bundled in for free. That's a \$7,500 value for only \$6,000. So this is a no brainer boo. Mark your calendars. All right, I will see you guys soon. 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.

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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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