

Ep #117: We Finally Acquired a Company!



Full Episode Transcript

With Your Host

Becca Pike

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Hello my friends, I just bought a company. It's official and other announcements. This is episode number 117. I'm 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 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.

All right guys. It is time to pop the champagne. I am celebrating the closing of my new business right now. Many of you Lexington Kentucky folks, you've already seen the company's official announcement and the new ownership being handed over to Mark and myself. I do plan to make my own personal announcement on social media in the next few days.

But the cat is out of the bag. We officially are allowed to talk about it. We are now the owners of the cornerstone of hot yoga in Lexington, Kentucky. Sterling Hot Yoga has been a staple in our city for almost two decades, guys. Two decades. As soon as next week rolls around, we will be adopting another 30 awesome staff members, another brick and mortar location, and a whole lot more responsibility. Honestly, we could not be more thrilled.

Y'all Sterling Hot Yoga is the creme de la creme of Lexington yoga, and is already , at this point, it's almost completely maxed to the gills with loyal students and staff. We're teetering the line of being completely maxed out already.

Why does this make me want to cry? I don't know. I feel so honored. The culture that has been built in this studio. This is not , I don't know how to describe it. This is not just some small yoga community in a little back alley yoga place. Nothing wrong with that. That's amazing. That's how I started my massage business.

But the culture that has been built in this yoga studio is something to gawk at. This is several hundred members, several hundred loyal customers, several hundred people that have been coming for years and years and

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years. I am just unbelievably honored to call this place my own. I have the deepest respect for the past owner who owned it for 16 years. She had bought it from someone else. So this place has been around for almost two decades.

I just am completely humbled by all of that. It reminds me so much of how far I am from the girl that used to live paycheck to paycheck, right? It wasn't that long ago, but that girl, I feel she has died. She was the queen of blaming the system for not having the success she wanted, blaming the government, blaming her student loans, blaming everyone else's success, blaming, blaming, blaming, right? That girl died, okay.

In her place came a woman who stopped blaming and started deciding that no one was going to come and save her. You remember that episode that I made about my Bali accident. If you haven't listened to that when I got in the motorcycle accident in Bali, I think it is the most downloaded episode that we have.

But you can search it in the little search bar of your podcast thing. It's called, just type in Bali or motorcycle accident or something that. But the whole premise of that episode was nobody's coming to save you because I realized that there was no ambulance after I got in my bike accident. That is kind of the vibe that I adopted a few years ago.

Which is hey Becca, if you hate your life, or you don't even have to hate your life. But if you're not making the money that you want to make, and you're not living the life that you want to live and you're not at the level you want to be at then take responsibility. Stop making excuses. Ask for help, learn, grow, adapt, buy the knowledge that you need. Stop waiting for something to happen for you.

Only eight years later, that girl now has three companies. What? Over 60 staff members, teams of amazing talent. I have so much gratitude for everyone that is around me but 1,000% for the girl eight years ago that decided to change. I can tell you right now that all of that came from one thing and one thing only, and that was courage.

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Without courage, I would have never put down the blame. I would have never enrolled in my first business growth class. I would have never made my first post selling my services. I would have never created my programs or hired the first massage therapist contractor. I would have never actually played into my potential because fear would have always won out like it did for so many years.

If I'm being frank, that was an exhausting life. So in order to have success in business, there's several recipes that you can follow, right? But every single recipe has one main ingredient, and that is courage. So I just want to pop into your ear right now and say hey, what do you actually want? What do you actually want in your business? Why haven't you gone to get it yet? Right? Why haven't you put on your war paint and found the courage and gone balls to the fucking wall and gone and gotten it?

Because, you guys, are only as successful as the courage that you can flex. All right, so I want you to always be asking yourself how are you playing small? How are you playing small?

So I want to thank you guys. I've gotten all of your DMS and your congratulations. I'm just so, I know I keep saying it, but I'm just so honored. I'm so honored that I get to pave a path in business, and I get to kind of try to figure things out on my own, and I get to try to do it. Then I get to teach you guys how I messed up and the ways that I would have done it differently. So many of you all are just so allowing of me to make mistakes. Then I tell you about it, and I clean it up, and I show you what I would have done if I could do it all over again.

I just feel there's so many of you that have been in my world for so long, and you have watched me go through so much. So it just means so much to me when you step in and you still celebrate everything with me. It feels like you guys are such loyal customers and just following along with me. I want to thank you for that.

Okay, so I own a yoga business now. I think I need to start learning how to yoga, right? I'm gonna have to do a downward dog at some point. We're

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gonna figure that out together, but let's move on to the next announcements.

So this is a big doozy. You've probably been seeing this in my emails and all over my social media, but we are closing down Three More permanently. We are doing a massive uplevel and renovation to our offers. In the next few days, Three More, our cornerstone flagship program, will be closing. Guys, Three More has housed over 150 students over the last four years. It has held over 200 consecutive weeks of business coaching. It has transitioned many business owners into profitable CEOs and profitable coaches and scalable coaches, scalable business owners.

Although publicly we were very loud and offered a money back guarantee for the quality of service and hey, if you come in and it doesn't work for you, we will give you your money back. Still to this day, we never once were put in a position of a student who came in and needed a refund request because it did not work out for them or it did not feel good to them or it didn't feel the right purchase.

We never once had to refund someone for that, and only received five stars across the board. You guys, that is something that I will take to my grave with pride when it comes to this company's attention to detail and the staff's devotion to provide five star service to all of the students. I'm obsessed with those stats.

So I have a deep and strong love for Three More. You guys already know this. However, my team and I have been an era of reinventing everything that we thought we knew, right? We have up leveled our standards of quality even further. We have asked ourselves over and over how can we not only simplify and streamline all of our teachings, but simultaneously answer the question: what would be the biggest overdeliver we can imagine for our students? What could be the biggest move that we could make to ensure their success even further?

My friends we have delivered. For years, my teachings have been split into two different programs, right? So you got the beginner entrepreneur and

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sales program Three More, and you have the more advanced entrepreneur and scaling program Thirty More, right. So in Three More, you're gonna learn all about acquiring clients and the courage that it takes and putting yourself out there and how to talk to your clients and how to word exactly what you do so that people know and build your brand, right.

Then the scaling side of it was hiring and managing and team building and learning how to grow a business that doesn't make you work in it all the time. So a lot of coaches went from one on one to group coaching in this. A lot of business owners went from just one employee to six employees, and they're growing and scaling their company hand over fist.

But after years of teaching these two things separately, I have never been more certain that these two programs, if blended together in a cohesive and digestible manner, would skyrocket the success of the timelines of my students' businesses. So we are insanely proud to announce alongside the shutdown of Three More, we are rolling out an all-inclusive annual membership.

Let us introduce you to The Circle. For the first time ever guys, I will host all of my trainings and all of my teachings in one place. All Three More content, all Thirty More content, plus brand new teachings, workshops, business audits, Q and A's, discussions, coaching will all be combined in one place, The Circle.

All of the included on demand trainings plus the monthly services equal out to be roughly \$35,000 in value. \$35,000. Because you guys know My First 100k, \$1,500. Three More was \$3,000. If you were to take all of these separately, it equals out \$35,000. However, my team and I are packaging this as a membership for \$8,888 annually. We have options for payment plans, and we have options for VIP upgrades. Your VIP upgrade will get you in a another workshop with me every single month.

So upon registering for The Circle, you guys are going to get the full body of work on demand, and we're going to begin our monthly workshops, our

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Q and A sessions, our hotseat coaching in August of 2023, exact dates to be determined.

You guys, I am vibrating with excitement with this new up level. I've always had people come into Three More, and they're excited to go into Thirty More one day, right? But it wasn't as accessible to them. It was something that they had to think about for a long time, they had to save up for it. Now it's everything that I have ever put out there is in one place. You don't have to wait any more to come into Thirty More.

By the way guys, Thirty More is still thriving. It is not shutting down. Nothing that. Thirty More is only gaining momentum, but now in Thirty More we get to focus on coaching. We get to focus on actual masterminding. It is not about the video vault. Honestly, I don't think it has ever been about the video vault. So we get to focus on just having a cohesive intimate discussion every single week. All Thirty More students and all one-on-one students of mine are going to get free access to The Circle.

Also guys, The Circle members can upgrade from The Circle into the Thirty More Mastermind or into one-on-one coaching within 90 days of purchasing The Circle. So if you're purchasing The Circle, and you know that you want to come in for the Thirty More January round, this is a great time to use your tuition from The Circle to upgrade into the mastermind. All right.

Once again, we cannot wait to reveal this new membership to you, the branding, all of the dates, everything. We have no doubt this is the strongest overdeliver, and the best move that our company has ever made when it comes to reinventing ourselves, constantly reinventing how we deliver, and the standards that we have. We continue to evolve. We continue to believe that we are the number one place to get business coaching online. Our deepest hopes continue to be carving a path for what is possible in business.

I personally want to be an example of what it looks to close down a profitable growing offer in the name of we can do even better thinking okay.

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So for all questions and comments, you guys can contact my team at contact@HellYesCoachingOnline.com. We have been manning the emails.

We got a little bit backed up this week. We weren't expecting such a flood of questions, but we built out an FAQ, and we have posted it in the Three More group. We also have been emailing it out. So if you have any questions just contact us at contact@HellYesCoachingOnline.com and you can find the link in this episode's show notes. All right, I will see you guys next week. I am gonna go pop bottles for the rest of the week because I own a yoga studio now. Oh my god, I love you all. I'll talk to you soon. 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 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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