

Ep #128: When Wealth Meets the Backwoods



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With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

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Welcome to episode number 128. 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.

I am a dirty girl, you guys. It is for 4:11 in the afternoon, and I am drinking coffee. I am drinking a coffee. Don't tell my husband that I'm going to keep him up all night. I don't know what I'm doing. I'm just like having one of those days where I feel like it's just getting started. Like, I feel like I'm in a time warp.

I know it's because I just came back from this camping trip where I had no recollection of time whatsoever. I did not abide by any schedule or any clock for the last like five days. Now I'm back to work. It's 4:10. It feels like 10:00 a.m. I feel like I've completely screwed my whole day away just flaunting around the house doing nothing.

Here I am drinking caffeine at four o'clock. My cutoff time is one o'clock. I do not drink caffeine after one o'clock. Even then, it's ballsy. Even then it's ballsy. So we're going to see what happens tonight, you guys.

But I have a fun episode for you all. I want to tell you guys a little bit about my camping trip and what came up for me during this camping trip. So first of all, before I get started, today I was looking at my girlfriend's Instagram, and I was reading her Instagram bio. Her bio said something along the lines of like I've made \$2.6 million in the last three years through online sales, courses, and workshops. Something like that.

I was like oh, that's a really fun statistic. I've never even considered looking at how much money I've made in the last like two years or three years or five years or whatever. So I did it. You all, oh my. I highly suggest doing this because it is the best way to broaden your scope and realize how much impact you have had.

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It's so easy to look at your month or your week or your last six months and have this little sliver of an idea of what's going on in your business. But when you broaden your scope out and you look at the last like five years, life changing. So I pulled up my profit and loss, and I was like calculating out 2020, 21, 22, and 23. Right?

In the last three years, I have brought in \$8.3 million. \$8.3 million in the last three years you guys. What? What? My first thought, this was my first thought. As soon as I saw the number on my calculator, I was like oh, I've been acting all wrong. I have not been acting like a girl who has made \$8.3 million in the last three years.

What I mean by that is like if you told me that someone made 8.3 million in the last three years, they would walk with an air of absolute certainty and confidence. Some days I don't, right? Some days I'm like am I doing this right? Do I even know what I'm doing? You know. We all go through this.

But my first thought was like that girl shouldn't be thinking that. So here I am celebrating with you guys because I do not celebrate enough. \$8.3 million in the last three years. What? Amazing. So yes, thank you for celebrating with me. I'm so excited. I'm definitely going to make a Facebook or an Instagram post about this. I'm going to tell everyone that I know because I'm so proud of this number. My goal now is 20 million by 2026. So watch out.

But yeah, so let's talk about this camping trip. I returned last night from a four day camping music festival trip. It was on the riverbanks of Rockcastle County, Kentucky, which is beautiful. We have these small mountains, lots of foliage, lots of autumn colors, lots of trees. It's on a river bed with an actual like pebble beach. It was the most beautiful four days ever.

There were like a thousand people there. So in the music festival world, a thousand people is like not that many. Everybody was tented up and sleeping on the ground or in their RVs or in hammocks hung from the trees. There are some cool hammocks that I saw that were like actual tents, but

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they were hammocks. I saw like three tier hammocks where like three people were like tiered on top of each other. It was really cool.

Since I can remember, I feel the most at home when I am in the woods. I feel like there is an actual primal instinct that wants us to be around community in the woods listening to music around a fire. Like I can feel that in my body when it's there.

As far as the type of music, the Kentucky girl in me really prefers banjos and fiddles, like bluegrass music to my core. But there's also this old hippie lady that lives inside of me. She really desires just the absolute magic of good people and dirty feet and clothes with holes in them. My oily hair tucked inside of a beanie for five days at a time.

Together, there were 20 of us altogether. So it was my closest friends and families. It was my best friend and her husband. It was my kids. It was my brother-in-law and his kids, my brother and sister-in-law and their kids, my father-in-law, our friends Murph and Joe and just a bunch of people that we know. We all bought our tickets together so that we could basically pitch our tents together in the same place.

We found this secluded little field I guess is what you would call it. It was a forest. It was a bunch of trees and some areas to pop up a tent. This area, it's not like on the maps where everybody else is pitching their tents. It was kind of like our own little oasis away from the music. We all pitched our tents. There was 20 of us that just sat around a campfire every day, every night, made our food together, just true community living.

But also we spent a lot of time up where the concerts were. There was music all day and all night. There were drumming workshops and crafting booths, the riverbank with pebbles so you can like lay on the beach and read your book and sun.

There were two different music stages that were tucked in the woods. There was one like main music stage that was huge, and it was like a field. Then there was the second music stage that was down in the forest. Like you had to walk through a forest that was all lit up and beautiful at

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nighttime, and you could go and you could watch like the other stage. But it was absolutely stunning.

Thank God there was also a coffee truck. But the line for the coffee was like longer than Satan. So I didn't get to take much advantage of that. But all in all, truly the most soul filling disconnect and rejuvenating four days ever. I never had my phone in sight. Just didn't have my phone. Or if I did have my phone if I was using it as a camera, I would turn it on airplane mode, just completely out of touch with reality.

So every morning we would wake up, we would brew coffee, we would make breakfast as like one big group. Then we would just hang out by the campfire for hours. Just no schedule to adhere to. We would walk up to the stage, we would watch some music, we would bring chairs and sit back and relax. We would get up to the front row. We would dance, we would eat, we would play, we would laugh, we would nap. It just felt a lot like what humans should feel like.

If I know something about myself is that I deeply crave the simplicity of no schedule, like not adhering to any schedule. I actually once the hardship of having to sleep in the cold or cook my food or brew my own coffee on a fire. I love the absolute disconnect from society and work when I go on trips like this.

I especially come to life at like small music festivals like this. I always have. My ideal heaven is it's a warm day. I'm front row. I am swaying to music that is like touching my soul. I am passing a joint back and forth with strangers. I am days without a shower. Not a single person knows that I own multiple companies or host a top 1% podcast. Honestly, I'm with people that wouldn't even care if they did. That is my true heaven you all.

There were a couple of times during the music festival that I was approached by people that said hey, I follow you. I follow your podcast. I follow Instagram. Honestly, they all three said the same thing along the lines of like I didn't expect to see you here, or I didn't expect. One girl said this isn't what I had in mind for wealth. Thank you for paving the way to

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show me that wealthy doesn't mean you have to give up the things that you love.

I understand what she means because sometimes I feel like a walking contradiction. Like a millionaire shouldn't be in the Kentucky backwoods like dirty and days deep with not knowing where her phone is or dancing as fiddles or like ripping through the trees. Like that's not how the movies taught us to perceive wealth. The more money that I make, the more that I am seeing that I'm craving and desiring to rough it in the woods and not to be noticed, to disconnect, and to have that quiet kind of wealth.

I didn't always know this, right? I now realize that I basically had to make the money in order to have the realization that money itself isn't why I was building the businesses. I simply just love the art of spending years building a business. It's kind of like the same way my son loves to sit down and build his Lego for hours. He's not doing it for the end product. He's doing it because he likes getting lost in the art of it.

This realization of why I want to build businesses makes it more fun to build wealth because it's not from a place of needing things, right, like material things, but from a place of enjoying the build. My biggest hope for you, your listening to this, is that you continue to see that business building is an art form. It's a long term journey of ups and downs. It's a journey of self-discovery, and you don't have to give up who you are in the process. You don't have to spend your life tied to your laptop or to your phone or to your business.

Because here's the thing, you might think that you need to in order to hit your money goal destination. But I promise that once you hit that money goal, it's not going to fulfill the joy that you hoped at once would. You're still going to be the same person. You're just going to be in more expensive pants. True life. You'll be the same person. You're just in more expensive pants.

So don't get lost in anyone or anything or any movie or anything that tells you that you have to give up this part of your life, or that it's a contradiction

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to be a millionaire, but you really love to go for days without a shower, passing a joint back and forth with strangers, front row of music festivals in the backwoods of Kentucky. Right? You don't have to be tied to your business.

I was talking to someone not too long ago. She said something about how she was so proud of herself because she disconnected for four days from her phone. She needed to do it for her mental health. She had the best time of her life. She was saying my business didn't melt, nothing went wrong, everything was fine. My team's handled everything.

Then she went on to say that she's going to implement it once a year. That no matter what, she's going to do a once a year four day phone detox. I just thought wow like, I'm going to do that once a week. I want to encourage you to think outside the box on this. Once a week, shutting your phone down and allowing your business to still continue.

Now it's going to take effort and time to get to this place. You have to have teams of people in place so that your business doesn't actually shut down. I'm not telling you to close your doors for four days a week. You still have to have a business where people can access buying things from you and coming to your brick and mortar or buying things from your online store.

But for days where it doesn't require you to be there, where you can be anywhere on the map doing anything that you want to do, whether you are at a knitting conference or you are at a paddleboard meeting or you are learning how to carve wood or whatever it is that lights you up, that you are able to do that as often as you want.

I don't want you to ever settle into this like I'm going to phone detox, and I'm going to do it once a year or once every six months or even once a month. You're better than that. You can do better than that. Your business doesn't need you in order to do it. You have to build the processes and get your stuff together so that you can disconnect like this. Because truly this is what life is all about.

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So go disconnect, enjoy life. Take your building of your business slowly. Relax, find a weekend or a week or a month to unravel all expectations of time and to-dos and schedules and just simply be a human and enjoy life. Something you maybe haven't done for a long time. I promise when you come back, all will be well. You will be better for it.

All right guys, that is it for me today. I'm going to go over a couple quick announcements. We are starting The Mini Mind on October 26. This is a six week long \$6,000 Mini Mind. If you guys are listening to this the day that it airs, that means it is tomorrow. So The Mini Mind is so fun. By the time you're listening to this, it might already be sold out. So I'm recording this a couple of weeks in advance. I am not sure if there are spots left.

But if this is something that you want to do, you want to come into my world, you want to get a taste of what it's like to be in a Mastermind, this is a great way to end your year. It is going to be such a fun container. I'm going to have a group chat. I'm going to be in there a lot. This is going to be fire. If you want to come into The Mini Mind, you absolutely can if we have spots left.

Also Thirty More Mastermind. The January cohort is enrolling right now. This is a six month Mastermind at \$25,000. This is not for beginners. It is only for business owners who are ready to scale and grow their profits and their time freedom simultaneously. So you must have made 50,000 or more in the last 12 months to apply. The Circle and the live event in Miami are included in this tuition.

Last but not least, if you want to come to Hell Yes Live, this is the kickoff event to the Thirty More Mastermind, in Miami, tickets are on sale now. \$3,500 per ticket, January 16 through the 18th. You must reserve your spot immediately. Okay. We are going to Miami. We are going to be eating and drinking and coaching and having the time of your freaking life. You do not want to miss it.

Whether you are buying your ticket ala carte or you are buying it with your Thirty More Mastermind, you guys, this is the event of the year. You

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absolutely do not want to miss it. All right that is it for me today guys. I will see you all 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 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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