

Ep #131: Manifesting Different Identities



Full Episode Transcript

With Your Host

Becca Pike

Ep #131: Manifesting Different Identities

Hello my friends. Welcome to episode number 131. 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, guys. So I'm doing an off the cuff Sunday episode. I never work on the weekends, but it is early morning Sunday. I woke up. I had a lot of energy. I took my dog on a walk. It is beautiful, it is sunny, it is crisp, it is cool. I'm walking, and I'm just thinking about identities and who I have been, who I have become, how I got here, how I'm different, how I'm the same in a lot of ways. Just the evolution of what I've been through in the last five years.

I love checking Facebook memories, mainly because I'm looking for pictures of my mom that I've missed. Like every now and then I get on Facebook memories and a picture will pop up of me and my mom that I don't have saved and I don't remember, and I haven't seen it for like seven years. So I save them to my phone. I've basically been looking every day to see if I can find more.

But within this journey of looking for pictures of my mom, I am coming across all these other photos that are just the best, right? Like I'm seeing pictures of me building Massage Strong or who I was just a few years ago, the things that I was posting, the cringe worthy, terrible marketing that I was doing.

I came across one today. I was asking, five years ago today, I was asking for a dentist in the area that was able to trade with me massages for dentist work because I couldn't afford dentists work. I was willing to give massages in order to get dentistry. I love that about me. I love that about my past.

But the amount of evolution that has happened since that day five years ago is unbelievable. So I wanted to come and talk to you guys today. I was on my walk, and I was like I've just got to speak to someone about this.

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Here we are. We're going to do a lesson on self-concept and self-identity. You might hear this often, right? Like you have to become the person that you want to be before you actually are that person. A lot of people find this to be woo-woo, a lot of people would call it manifestation, a lot of people would call it identity shifts or self-concept shifts. But I really do believe that this is a big reason that I am where I am.

The first thing that I want you to realize is that you are amazing at shifting identities right now. Like you shift identities every single day, multiple times a day. I want you to think about the version of yourself that goes to work. You might dress a certain way, you might talk a certain way, you might act a certain way, you might view people as a certain way. You show up maybe very punctually, maybe you're more serious.

You present yourself differently at work than you do when ,let's say, you're at home or when you are a mother or when you are at the gym, or just the version of you that commutes in your car. Right? Like the version of you that commutes in your car rapping, laughing, singing, using your fake microphone, jamming out. Like the commuter version of you is very different than the person that walks in to the office job or the corporate job.

The version of you that is at the gym listening to trap music, like nasty ass rap music that you are just banging out to, grunting, lifting weights that is not the same version of you that is sitting on the carpet with her three year old daughter laughing and chatting and having a tea party. That grounded version of you, that nurturing version of you. We put on different hats every single day.

One of my best listened to and most shared episode is about this, about identities and the hats that we wear. I think it's like episode, it's somewhere in the first ten episodes. So go check it out if you are really identifying with this episode.

But you are phenomenal at shifting gears, at shifting hats, and you do it all day long. The version of you that your husband sees in the bedroom is very different than the version of you that your mother sees when you are out

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having a cocktail with her. In the bedroom with your husband, you might be like just a sexier version of yourself. Maybe you're more seductive. Maybe you're mysterious. I don't know. But it is very different than how you present yourself in other places.

So we are constantly shifting identities. We are constantly evolving who we are and how we act and how we dress. That's the first thing I want you to really understand is that it is not hard to shift identities. In fact, you are phenomenal at it already. To realize that your conscious mind really only understands patterns and habits, this is going to be a key point here.

Your subconscious doesn't understand basically anything except what you tell it and what you tell it every day over and over and over again. So if you are telling yourself every single day over and over again that you are broke. That you don't have money. That you don't know where your next money is coming from, all the subconscious knows is focusing on the lack of money, right as opposed to the opposite.

If you are someone that identifies as being overweight. It is what you consistently think of when you think of yourself. You are overweight. You might call yourself names, you might feel like a slob, you might feel like you're not the type of person that goes and lifts weights at the gym. That is going to manifest into your reality. When we believe certain things, our body and our mind creates realities around it. We start having habits around to that identity.

This is why I'm so careful not to allow labels to come. I think I talked to you guys in the past in one of my other episodes that I am for sure, obviously, no doubt about it full blown ADHD. I'm not going to get a diagnosis. I don't want that label. I don't want to consider myself ADHD. I don't want to consider myself anything other than what I already believe and the reality that I want to create in my own mind.

Because your subconscious mind understands habits. This is why you are the person that you think this is why your outside world always reflects your inner knowing, right.

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So one of my best examples is I've seen this happen multiple times when a new student comes into the Thirty More Mastermind. The Thirty More Mastermind has boundaries. Like you have to have made \$50,000. You have to want to staff up. There is criteria in order to come into what I call the big league CEO Mastermind.

I have multiple times had students come to me and they say I didn't think I was going to get accepted. Like I can't believe that I got accepted. Like I feel like a big dog. Their identity is shifting. They're not realizing it, but their identity is shifting. They're starting to see themselves as a big dog CEO. Before we even get started on like meeting together, before we go to the live event, before we start our Mastermind, a lot of them will start seeing lots of money coming in.

They're like Becca. I get these messages all the time. Becca, what are you doing? I applied to Thirty More. I got accepted. Before we even started, I started making a lot more money. This is because you are shifting your identity. You are now invested in something big. You see yourself as being worthy of being in something big.

Therefore there are little, tiny micro habits that are changing in your day to day in order to fit the identity that you have created by being accepted into the Thirty More Mastermind. Now you're making more money. You are seeing yourself making more money and therefore the snowball effect is happening. You are shifting even further and even faster into your new identity. Welcome to Thirty More, right?

So what I want you guys to consider no matter where you are right now in this moment, I want you to think about who you want to become. So this can be about your relationships and how you view your relationship with your partner. This can be about your health, but I am going to specifically talk about business.

I want you to think about the CEO that you want to become. Here's the thing, you already know. You've already thought this a thousand times. Whether you let yourself believe it or not, you already know exactly who

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you want to be and what that version of you looks like. So ask yourself when I am the best version, the top version, the very successful multiple seven figure CEO, who am I? Right? What time do I wake up? Am I a CEO that wakes up at 6:00 a.m. and is like journaling? Am I a CEO that sleeps until 12? Neither one has a right answer or a wrong answer.

Am I the CEO version that wakes up, gets showered, and looks like a freaking boss? I'm in my pants suit. Or am I the type of CEO that puts on my Nike slides and my hoodie and I just go throughout my day at coffee shops, and I'm a little bit more relaxed and dressed differently, right? How do I view the people around me? How do I view the staff around me?

Guys if you look at your staff or your clients with almost an annoyed sense of like ugh, I got to deal with this again. I got to go to this appointment again. I got to do that again. That is very different than the identity of oh my gosh, look at all of the abundant amount of people that I get to help, that I get to work with. Look at the abundance of people that I get to make an imprint on.

CEOs are good with people. Okay. CEOs have gratitude for people. So if you are walking around and you are annoyed with people that work for you, or you are annoyed with people that are paying you money to work with you, we got to make a shift.

But, again, back to the CEO version of yourself. So you wake up, what do you feed yourself? Are you a CEO who wants to feel good with the food that she puts in her body? Are you creating an environment where you can make the type of coffee that you want to make, the espresso that you want to make, the vegetables that you want to eat, the smoothies that you want to drink, the protein that you want to intake?

Or are you a CEO that has stomach pain every single time you eat because you are eating processed oils, and you are eating gluten and dairy. Right? One of the biggest parts of thinking about the type of CEO you want to be is actually the feeling state.

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So it is more powerful to feed to your subconscious the feeling that you want to have as opposed to the actual circumstance. So saying to yourself I want to be a CEO that feels powerful is going to be a more powerful transaction to your subconscious than saying I want to be a CEO who has a lot of money. Even though that translates into feeling powerful, has a lot of money is not as strong as feels powerful.

Okay, so if you're like, I want to be a CEO who wakes up and eat some breakfast that makes her feel really good. You get into that feeling state of I want to feel good. I want to feel like my body is being nourished by the nutrients that I'm putting in. That I am not on a insulin rollercoaster of feeling hungry and then shaky and then hungry and then shaky, and then my stomach hurts because I ate too much.

I want to feel like I'm at a steady insulin pace. I want to feel like I am digesting my food very well. I want to feel energized. I want to feel good. All right? So when you're thinking about this as what kind of CEO do you want to be, how do you want to feel? Okay?

Now, here's something I want you to really consider. You evolve your identity through time and intentionality and gratitude. I think time is the weakest one. So when you're not intentional, you can still shift identities. Let's talk about the very first time I ever walked into a gym. Walked into a gym, I remember being nervous, not really knowing how to use any of the equipment. I was scared. I was timid. I would go in and do like the two machines that I knew how to do, and I would leave because I didn't want to do anything else. I was terrified.

But over time, my identity evolved, okay. So years and years and years of going to the gym. I learned all the equipment. I got to know other people. Now I walk into a gym, and I've got my headphones on. I am a fucking boss up in there. I'm doing my own thing. I don't care what anyone says. People might want to come up and talk to me for like a minute. I like don't even have time for it. I am like in the zone. I own that place.

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But this evolution didn't happen because I was intentional about it. Because throughout this evolution, I didn't know much about self-identity, self-concept, or manifesting a different version of myself. I just knew that over time I became more and more comfortable. What I didn't realize is that I was having micro evolutions every time I walked into the gym. I became a little bit more and more comfortable.

This is a great way to change self-concept. So I obviously changed my self-concept very drastically from the first time that I ever walked into a gym until now. But I didn't do it through intentionality. It was just through time. So that is number one, one of the easiest, best most common ways to evolve. It's unintentional. It just happens over time, but it can take forever right?

Versus through intentionality. If you are a CEO and you want to become intentional about it then you are going to be doing things very different. It's not just going to be a sliding scale where you're like doing micro habit changes and becoming the person that you want to become. I have seen people change their identity and within days absolutely change the circumstances around them.

I have watched as people have had these crack your brain open aha moments of like, oh my gosh. I am not acting in alignment with the person that I want to become. My prices are not in alignment with the person that I'm trying to become. My boundaries, me saying yes to things that I don't want to be a part of. None of this is in alignment. How I'm dressing, how I'm acting, how I'm talking about myself, how I'm talking about my business and my spouse. None of it is in alignment with who I want to become.

When they crack their brain open, have this identity shift, then you can see that like in 30 days, they are literally changing every aspect about their business. So intentionality, saying I want to become this person. Therefore I am going to act like this person now. Then the circumstantial changes are going to happen around me physically is another way to do this.

Guys, intentionality is everything when it comes to self-concept. Right? So one of the things that I see is people that find a lot of success very quickly

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have a hard time changing and evolving as fast as their circumstances are changing.

So for me, only five or six years ago, I was asking dentists if they would trade with me because I couldn't afford dentist work. But now I could buy a dentist. Can you buy a dentist? I could buy a dentist. I don't know what that means, but I could do it. But the identity shift that has happened has been absolutely massive, but it has been through intentionality.

It has been hard to even keep up. Once I decide on a different version of myself that I want to become and I start acting like that version, it comes so quickly that I have to then decide on the next version of myself. I have to pave the way faster than I necessarily thought that I could shovel a path and pave a way. This is a good problem to have. Okay, but it comes through intentionality.

The last thing I want to say about this besides time evolution and intentionality evolution is the gratitude evolution. The gratitude evolution definitely falls in the intentionality, but it's something that I have to talk about.

If you are someone that is like I can't work out because my back hurts, and you're only focusing on the fact that your back hurts, and your back hurts, and your back hurts, and you're making up all these excuses. You're forgetting the fact that your feet feel fine. Your feet feel great. You could go on a walk right now, right?

The gratitude for having your feet, the gratitude for having arms that could go out and get on a rowing machine, the attitude and the gratitude for having the ability to go swimming, the attitude and the gratitude for having the ability to go and buy groceries just right down the road.

This is where the people that are the most successful focus. They don't focus on the fact that their back hurts. They focus on the fact that everything else around them is good. They find gratitude in it. So for those of you that are like checking your bank account, and you're like oh my God.

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I don't have any fucking money. I don't have any fucking money. It's like I'm just like drowning in debt. I'm just so terrified to spend any money.

Your subconscious only sees that pattern. It sees that pattern and acts accordingly. So therefore, somebody that is like I don't have any money, and that's all they focus on, that is not the same person that is going to go out and invest in something that is going to make their business way wealthier, right?

The people that are like okay, factually, my bank account doesn't look like it has much money in it, but look at all the avenues in which I can make money. Look at all the success stories of other people who have made so much money so quickly. Look at the person that I'm following or my coach or my Mastermind group mates or all of these people, all of this evidence all around me that success happens fast and that there's an abundance of money everywhere.

I choose to focus on that. The people that are focusing on that are the ones that are having the most success. Guys, I used to not have two pennies to rub together. I couldn't get dentistry work. I had to steal toilet paper from my work so that I had toilet paper at my house. I used to not eat until I went to work because we were allowed to have one meal for free on our shift.

But I wasn't focused on those things necessarily. Like did I know that they were there? Yes. Were they slapping me in the face every day? Yes. But I remember just thinking oh my God, my future is so bright. Like look at all these people in the world that make \$60,000 a year. Like I can't even fathom making that much money. I love that that is an opportunity that I am capable of tapping into.

I remember just focusing on what was possible for me and being excited about it and having this like overarching gratitude for it. Because I was focused on that, of course, I was investing in the next business coach. Of course I was investing in the ads and the billboards and the marketing budget that was going to get my business to the next level because I wasn't just obsessed with the fact that I didn't have money in my pocket.

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But guys, this is something that you should really be thinking about often. You can heal your body. You can heal your relationships. You can heal your money. You can heal your wealth. You can heal your business. You can heal your relationships with everyone around you. You can heal your joy to the fullest extent simply by becoming and evolving and turning into the person that has all of that.

Have you guys ever watched Heal on Netflix? H-E-A-L. It is just about healing your body through your mind, but it is fascinating, absolutely fascinating. It is just the best and most exciting. You guys I've spent a lot of time being very strategy based, and I tippy toe now. I've evolved a lot as a person. I tippy toe now between masculine and feminine.

What I mean by that is just masculine is very strategy like this is how you get it done. This is the actions that you take. When I think of feminine I think more about like the thought work and the manner esteem and, and the belief in the spirituality around how we can become the people that we want to become and create the realities around us that we want to create. I didn't used to have that side, the feminine side at all. I didn't believe in that. I thought it was woo-woo.

One of the best things that ever came out of losing my mom is I have been completely cracked open to the spiritual world. I'm over here talking to mediums. I'm over here learning about the afterlife. I am learning about reincarnation. I'm learning about manifestation. What I'm really learning about and what I'm realizing is that I've always believed in it. This isn't new. It's just that I'm allowing myself to see it now.

Wouldn't you believe it ever since I started leaning into it even more, my business has exploded even more and more and more and more. So as you guys can probably tell, in the future, I'm going to become a lot more of a full circle on the masculine to feminine ratio.

But just know, I truly believe that this is like the groundwork and the foundation to have in whatever it is that you want. You can't have the banging ass body that you want if you think of yourself as being fat and

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having fat habits. If you think of yourself as being overweight and sloppy and undisciplined, you are not going to ever have a disciplined regimen. When you think of yourself as being a disciplined person, you will have a disciplined regimen that you will follow. Right? It's the same in business.

If you think of yourself as someone who gives up all the time, you are going to give up all the time. It is going to basically fall into place exactly how you see it. This is how the subconscious mind works. If you see yourself as somebody who never gives up, you see yourself as someone who has grit, you see yourself as someone who has staying power, who is risky, who is willing to invest in themselves, who is courageous, who does not give up, who loves people. who has gratitude for all of the things, you are going to manifest the most beautiful reality for yourself.

So what I want you to do is I want you to map out exactly who you want to be. Who do you want to be? What's your CEO version? What time do you wake up? How do you eat breakfast? None of this is right or wrong by the way. I am not saying you have to wake up at five. I know CEOs that wake up at 12 o'clock noon because they have no kids. They stay up until 11:00 p.m. working. Their shifts, their work shifts and daytime shifts are completely different than mine. This is just something to consider.

What time do you wake up? How do you eat breakfast? How do you feel when you eat your food? How do you view people? Do you view people as annoying and you can't wait to get home and lock yourself in your basement living room where you just watch Netflix all the time? Or do you see yourself as someone who loves people, who gets energized by people, who has gratitude for other people. You're just so thankful that people know, like, and trust you?

How do you think of yourself? Do you think of yourself as someone who is disciplined? Do you think of yourself as someone who never gives up? Do you think of yourself as someone who invests, who is courageous, who is excited about life?

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How do you think of your money? Do you think of your money as just being like a pit hole that just keeps getting sucked down into the black hole of the universe? Or do you think of your money as something that is growing and expanding and can just massively explode at any given moment, and has a ton of potential and is always going to take care of you and is always available for you? No matter what happens, there's more to have. Do you think of your money like that?

How do you think of your staff? How do you think of your clients? How do you feel when you think about your future? Just a reminder, you can't wait for it to happen and then become it. That's backwards. You can't be like okay, whenever I become lean and muscular then I'm going to believe that I'm lean and muscular. Right? It doesn't work. It literally doesn't work.

You can't think I'm going to wait until I am rich and successful and then I might act rich and successful. No, you have to act rich and successful now. You have to act like the person that is disciplined enough in the gym now,. You have to stop eating like a toddler at any time, any day. Anytime that you feel like you have a craving, you are shoving it in your mouth. There is no discipline. There is no regimen. There is no routine. If it's thought of, you eat it.

That, to me, is eating like a toddler, like just completely unsupervised. Like not having any thought or consideration of what your body actually needs. Just eating however you want. You can't eat like a toddler and then expect that you're going to be fit and healthy one day. Or I'm going to believe that I can be fit and healthy when I very randomly just have the body that I want. No. You have to change your mindset first and then your circumstances change.

I remember one time I was telling my husband, this was years ago, but I specifically remember it because we were out to lunch. It was sunny, and we were on a patio. I don't know why I remember it, but I do. I remember telling him one day I want Thirty More Mastermind to sell itself. Like I don't necessarily think that I'll have to stop selling it or that I won't be still talking about it on my podcast or talking about it in my emails.

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But I picture that one day Thirty More is going to kind of sell itself. The amount of selling that I have to do outwardly just won't be as much. It'll be a lot more internal. Just random people coming to me telling me that they want to join or old Thirty More members coming back again, having high retention. Like I just won't have to push it out as much as I have had to in the first like three to four rounds. Guys, we are there now. We are we are there. It's only because I have acted the way that would be appropriate to act if that were to be the case.

So now this is our sixth round, I think. I think this is our sixth. It might be our seventh round that we are getting ready to start in January. Guys, I haven't really sold it that much. I've talked a little bit about it on the podcast. I've talked a little bit about it on email and a tiny bit about it on social media.

Compared to what it used to be, which was like a full launch plan. We had email sequences. We had podcast sequences. We had social media sequences. We had it all planned out. It was hours and hours and hours of planning to create the launch of the Thirty More Mastermind. Now we've kind of tiptoed around it, and we have people already signed up. We only have a couple rooms left in the Thirty More Masterminds at the hotel.

So I was telling one of my girlfriends. I was like listen, the craziest shit just happened. I went to the grocery store. I was in the parking lot of the grocery store. There was a small group chat of some of my clients, and they were chatting away. One of them tagged me and they said hey, Becca, I really want to join the Thirty More Mastermind, but I'm having some limiting beliefs on investing and on money. Do you have the time to coach me on this?

I jokingly said you should do it. Then I just like put a period and ended it. Then I went back in, and I said did that do the trick? Or should we dive deeper? She laughed and she was like well, that made me like halfway there to be honest.

As opposed to back in the day, I probably would have taken the time. I would have stopped my car. I would have like coached her on it. Just

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worked really hard to get her mind wrapped around coming into the Thirty More Mastermind. But instead, I said what I said and then I said I'm actually going to go grocery shopping. I'll get back to this in a little bit. I'll chat with you soon.

I went to the grocery store, walked around, got all my groceries, all my kids animal crackers, the whole nine yards. Then I got back to my car. I sat in my seat, and I looked at the chats. It was just flooded with messages from the other ladies. The other ladies were chiming in. They were talking about how they get over their money mindset and how they're absolutely coming into the Thirty More Mastermind and how you should too. There's just this long chat about investing in money and the Thirty More Mastermind.

Then at the very end they all were like all right, it's official. I'm coming in. I'm not scared anymore. I'm excited. I've been wanting to come forever. This is my time, blah, blah, blah, blah, blah. Moral of the story at the end of the chat. By the time I got out of the grocery, they were all invested.

This is exactly what I'm talking about when I say that like I don't have to sell it as hard anymore because it has a reputation. Because people are selling it for me. Because their testimonials are so strong. Because our website is absolutely filled with five star reviews for the Thirty More Mastermind.

To me, I manifested that. I created that I knew on round one that there would be a time when I don't have to sell it as hard. I don't have to push it as hard. I just had to get the wheels rolling on this train. I had to push this train down the track for so long that then it started gaining momentum and I no longer had to anymore.

Now with that being said, I'm not like giving up on marketing it. I'm finding new ways to market it. I'm marketing it from a place of joy. I'm marketing it from a place of calmness. I'm doing a lot more internal marketing. I made that happen because I became that person. I became the person that started having the strong boundaries, not letting everyone come into the Mastermind, choosing very particularly who is allowed to come in, turning

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away other people, not being the person that's like convincing students to come in, all of the things.

So I want you to ask yourself with your offers, how are you offering them? How are you acting? How are your boundaries? How are you showing up? How are you talking to the people that want to buy from you? This is all part of your self-identity. This is all part of what you can create in your head before it becomes a reality.

All right guys, that is it for today. If you are wanting to come to Miami, you guys better buy your tickets. This is the first time that we've ever opened the Thirty More Mastermind kickoff in person party to the public. This has always been just a part of Thirty More. You had to have made \$50,000 in order to come. You had to have been accepted into the Thirty More Mastermind in order to come, but now we are opening it to the public. Everyone is invited.

This is \$3,500 per ticket if you want to come to Miami with us in January. The cutoff date, you have to have bought your ticket by December 15, which is right around the corner. If you know that you want to be on the Thirty More Mastermind from January to July, the Miami event is the kickoff. It is the start of the Mastermind. You have to apply before December 15 and be accepted before December 17. If you apply by December 15, you will be accepted or denied. We will get back to you by December 17.

The Miami event is included in your ticket price. You don't have to buy that separately. That is the six month Mastermind that is from January to July. That is the most raved about offer that we have. We have testimonials on testimonials on testimonials on testimonials on testimonials on testimonials of people who have massively changed their business and have had fun while doing it. Have found more joy in their business while doing it.

So I cannot wait to see who all is coming. I do have to say that our room block, the guaranteed rooms to stay at the Eden Rock hotel with us in Miami, we only have two rooms left. So that doesn't mean that you can't stay at Eden Rock or that you can't come. We just can't guarantee that you

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can stay at Eden Rock. You can still come. You can try to get a room at Eden Rock with us, or you can get a room or an Airbnb elsewhere and just commute in to the conference every day.

That was like you guys just got that just this Sunday rant. You guys got this super caffeinated, went on a walk, got her morning sunlight in her eyes Becca version, and I'm so glad that you did. 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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