

Ep #142: BTS: How My Staff 10x Everything



Full Episode Transcript

With Your Host

Becca Pike

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What's up, friends. Welcome to *The Hell Yes Entrepreneur*. I have such a fun episode for you guys today. So I am interviewing Gigi. A lot of you guys know her because you have chatted with her on the other end of your email. She is my executive assistant.

At this point, I think it's pretty safe to call her my online business manager, my OBM. She runs the fucking show, you guys. She is everything. She puts on our events. She does my launches with me. She is in my ear 24/7 all the time. She's kind of the shadow of Becca Pike that nobody gets to talk to you or hear from. So I'm bringing her forward. I'm presenting her to you guys to tell you how awesome she is.

So you guys are going to be chatting with my OBM, my executive assistant, Gigi. Again, a lot of you guys already know her from the live events. But if you don't, you're in for a fun time. This is about a 30 minute episode or so. I'm just going to talk to her about what the day to day looks like. This is going to help you guys decide what you need in your business. This is going to help you understand how I lead and create the culture in my staffs.

You guys are going to hear my take on managing, micromanaging, how I show up to her, and lead her in a way that feels good to her. You guys are going to hear all of my backend thoughts. She knows a lot of my secrets, a lot of my worries, a lot of my concern. She knows everything about me. She gets to present those to you and how we run our show, how we change our business model, how we evolve over time. So this is a super fun episode that I am excited to present to you guys.

Before we get started. In February, we are launching our Zero to Coach certification course for the last time at \$6,000. This is a 12-week certification course if you want to become a coach, whether it is a business coach, a life coach, a health coach, a trauma coach, a relationship coach. If you want to become a coach, and you want to start it with a successful business bang. You don't want to be someone that takes three years to make money. You want to start out the gate making money immediately. This is for you.

Ep #142: BTS: How My Staff 10x Everything

We teach you exactly how to build an online coaching course. The certification is going to teach you everything that you need. You're going to have contracts. You're going to have systems. You're going to have processes. You're going to know exactly what to do to create a successful online coaching company.

So this is for you if you don't yet identify as a coach, but you want to, or if you identify as a coach, but you haven't made more than \$50,000 in a single year. Then it's time to go back to the basics to the foundation so that we can create a coaching business for you that really works, that is profitable, that is making you money so that it is not just a hobby. We ain't here to have a hobby, guys. We're here to change lives, and we're here to make a profit. I want to help you do that.

So Zero to Coach is launching in February. Let us know. You can contact us at contact@hellyescoachingonline.com. That is going to be Gigi on the other end who you are about to meet. This is a 12 week course, \$6,000. Next time we run it, it is going to be \$12,000. We are literally doubling the price. Do you hear me? We are doubling the price.

So if you want to be a certified coach, this is your sign to get in. Contact@hellyescoachingonline.com. You can email Gigi, and let her know that you are in. All right, without further ado, this is episode number 142. What? That's a lot of episodes. Of *The Hell Yes Entrepreneur*. I am you're 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.

Becca: Hello. Hi, Gigi.

Gigi: Hi, Becca.

Ep #142: BTS: How My Staff 10x Everything

Becca: How does it feel to be on this side of the podcast?

Gigi: Definitely interesting.

Becca: Welcome to the show. I'm so excited you're here. Before we even get started, can I just say that I love that we are in a situation in our company where I can literally be I don't want to do our meeting on Zoo next month. I'm going to just fly you to Kentucky, and we're just going to cozy up in a coffee shop and eat good food and work together.

Gigi: I know. It kind of feels like full circle because we did this right before we went to Tahoe. That was the first time I met you in person, and now we're doing it again.

Becca: I know. I think I'm just going to fly you in for every meeting. Every week you have a standing ticket to come to Lexington and hang out with me so that it doesn't feel like you're so far away.

Gigi: I'm not opposed.

Becca: That would be the best. Okay, so what I want to do is I want to take our audience through the day to day behind the scenes, what it's like to work for a company at this level. I was telling Mark before we got on this call. I was like one of the biggest things that I want to get out of this is for my audience to see what it's like to run a coaching company at this level. You're right there with me. You're running it with me. I mean, you are in all of it.

I said when we were in Miami, I got kind of a glimpse into the realization that a lot of people have the whole idea wrong. The perspective is just a little bit off. A lot of people were really surprised that you're not a full time employee with benefits with me. That I don't use you for 60 hours a week. I was telling one of my students that you're part time, and she couldn't believe it.

She had this idea that in order to run a business at the level that we're running into that, that she was going to need to hire a full time employee.

Ep #142: BTS: How My Staff 10x Everything

They were going to need to have paid benefits, all the way. I was telling her that's the opposite of what you want to do at this level. You want to have a fractional person that comes in that can do the part time work until you get to the level that you need a full time person.

Gigi: Yeah. I mean I think one of the things, especially with coaching and an online business in general is that if you don't have a staff that's looking for ways to automate or systemize processes so that you can reduce the amount of work that's happening on a day to day basis. Then I don't want to go as far to say they're doing it wrong, but I kind of do. Because a lot of the work that we're doing is, I guess what's the best way to say this? It's replicatable, right? So they're are processes that should just be kind of happening on their own once you get the engine going.

Becca: Yeah, and if you're listening to this, and you are the CEO or the business owner, don't kick yourself in the butt if you are like me in the sense that you don't have processes. One of the superpowers of many, a huge percentage of successful CEOs. One of the superpowers is that we can do so much, and we can hold so much, and we're extremely creative people.

But one of the downsides is that a huge percentage of us are also very lacking in processes and organization. We're a little bit more scatterbrained, and that is okay. That is where you have to decide I'm going to bring someone to help me.

Gigi: Yeah. I mean, I think that's one of my favorite parts about working with you is that you give me this huge idea. Then you're like okay, let's just make it happen. We refine it, and we tweak it. But I actually like that you come with the big ideas, and I just kind of get to see how it comes into fruition.

Becca: Yeah. One of the things that you were saying, and something that I want to pinpoint, is that when I give Gigi a big idea, and we're going to backpedal after this. After this, let's go into the day to day of what it looks to work together. But while we're here, I give Gigi a big idea.

Ep #142: BTS: How My Staff 10x Everything

Let's say it is that we are going to launch some brand new masterclass. This has a lot of moving parts. I mean, this is going to be a full marketing launch. But also it needs a sales page, it needs a checkout page, it needs an email sequence after they buy. It needs to funnel them into a Facebook group where they can go in and then they have the introductory thread and the Q&A thread, all of these steps that happen.

But Gigi was saying one of the things she likes about working with me is that I give her this project, and I step back. This is something that I'm working with a lot of my clients on which is relinquishing control in every little aspect and thinking that you have to have your hands in the pot of every little thing that happens.

Now with that being said, after Gigi has finished, she presents to me what she has done. I go in, and I tweak, and I change things that I want to change, which the longer we work together there's less things now because she's learning me. This is why time with your staff is priceless. Because you get to know each other and what you like and dislike.

But she presents it to me, I go in and I tweak. That is so much better and so much more efficient than trying to get in there with her while she's making it, tweaking it while she's doing it, and micromanaging it. I'm sure feels better to you as a person also.

Gigi: Oh my gosh, absolutely. I remember in our first conversation before you even brought me on. You had told me that —

Becca: When I told you I loved you.

Gigi: Yeah. I told you I loved you too, and then my heart was racing after.

Becca: Gigi and I said I love you on our first interview.

Gigi: Yeah, I thought for sure she was like that was weird, but it wasn't. I do love you. So.

Becca: No, it was love at first sight. Okay, sorry I interrupted. Go ahead.

Ep #142: BTS: How My Staff 10x Everything

Gigi: No, it's fine. But I remember in that conversation, you had told me that you wanted a partner in this, and you wanted someone to be invested. Coming from a corporate space where I had been given so much, quote on quote off, control or leadership in my situation, I really felt like my hands were tied behind my back when it came to making impactful change or making processes work.

So one of the things that I love so much about working for you is that I do have the autonomy, and I have the flexibility to go and run with things. Then you come back in and say, "Okay, I'm putting the Becca touch on it. I'm putting The Hell Yes Coaching touch on it." But I have the freedom to do that. I'm also more invested in the work that I'm doing for you because of that. Because I feel like I'm with you in it. My hands are dirty in it with you.

Becca: I saw a quote. I think it was by Rockefeller. It said one very well paid, high level staff member will get you so much further than five lower paid, lower level staff members, right? That's kind of the business model that we have going on right now. We pay you well. You do well. You have a big, big piece of the puzzle here that you hold on your shoulders and you create and you build. I mean some of the shit you're doing, I don't even know how you're doing it.

I was telling the people in the Miami event. I told them. I said Gigi did this whole thing. I just showed up. I had to check mark some boxes and approve some things. But otherwise, Gigi put this entire event on, right? So I think that you have that on your shoulders, you carry more quality than if I put three people in charge of it, and nobody knew what their role was. No one knew how to advance or who was in charge.

Gigi: No, absolutely. I feel like I think defining what my role is and always coming back and having conversations. Even today when we had a conversation about just this year and planning for this year, you telling me this is what I need from you in order to be successful in this goal that we have. I think constantly coming back and having that conversation of this is what your role is, and it's so invaluable to me is helpful. Because I feel like I always have a compass or a direction of where I'm going.

Ep #142: BTS: How My Staff 10x Everything

Becca: Yeah, absolutely. Something that I'm trying to lean into is when you think that you've communicated something enough, you haven't even scratched the surface. So I don't know if you've noticed me playing into this, but I'm trying to over communicate the bigger picture ideas to you. I don't want to waste my time communicating these little micromanaging things all the time. Like hey, be sure that you're using that font that I told you about 3,000 times. No.

I want to communicate to you the bigger picture. Hey, this is my goal for 2026. By 2026, I want you to be planning out all of the launches. I want you to know the email sequences that are going in it. I don't even want to be someone that has to verbalize what we're doing. I want to show up and you verbalize it to me. Then I'm the presenter. I present all of the stuff, but you are the person behind the scenes making it all run.

That is the bigger picture thing that we are working towards. I'm going to continue to remind you of it so that you have an end goal that you are working towards. Not just me coming in and saying hey, make sure you're doing this and this and this and this. You will know if you don't do something or something gets left undone.

Gigi: Yeah, I mean, absolutely. I think that's the other thing too, which I appreciate about just our business relationship or just personal relationship even is that. I told some of your students this at Hell Yes Live Miami that you're so honest and direct in your feedback that I don't have to ever wonder if I'm doing something wrong or if I'm doing it the right way. You just give it to me straight.

I think a lot of leaders or business owners tiptoe around that with their staff. It actually makes our job harder because we're not mind reader's. So if I have direct feedback, positive and constructive, it makes it so much easier for me to do my job and catch on faster because then I'm not trying to figure it out along the way.

Becca: I have often wondered if it was something that I was born with, like a legit personality trait, or if it's just somehow the way that I was raised. But

Ep #142: BTS: How My Staff 10x Everything

I have never had a hard time giving really sincere compliments, right? So number one, just being like hey, you were doing a really good job. That thing that you did, so good. I noticed how much effort you put into it. You're a rock star. That doesn't make me feel uncomfortable at all.

Then on the flip side of it, also the opposite. Hey, it doesn't seem like you put much effort into that. Am I missing the mark? What's going on? Are you feeling okay? This doesn't seem like your best work. What are we missing? What can we do? Right? I don't know. It just comes natural to me.

Gigi: Yeah. I mean I think whether it comes natural or not. I mean, I think it does come naturally to you. I'm not going to lie. But I think whether it comes natural or not to somebody, it's a muscle worth exercising.

Becca: Oh, you have to.

Gigi: If this is something you're going to be doing.

Becca: Yeah, if it doesn't come naturally to you, you better go lift those weights because this is something that has to be done for being a CEO, for leading people, for leading even one person well. You have to be able to communicate like this, very directly. So let's back it up a little bit. What does your day to day, week to week look like? Can you paint a picture for my audience?

Gigi: Yeah. So I think one of the things that you just said about your students not feeling like they believe that I do all of this and do it all part time is that I'm not doing it alone. I'm not just coming to my computer every single Monday and being like what do I have to do? I use systems. So there are tons of systems, but the one that we use here at Hell Yes Coaching behind the scenes is Asana. I mean, this is how I'm able to refine everything.

I come in on Monday morning. I have our recurring tasks set up. It's worth investing your time and energy from my perspective in this position to create systems for the things that are happening over and over again so that you have the space to anticipate.

Ep #142: BTS: How My Staff 10x Everything

Becca: Yeah, so what kind of things do you have systems for? What is it that you are doing for Hell Yes Coaching?

Gigi: Yeah. So I would say now we're in a cycle with The Circle where we're offering master classes once a month. So every month just making sure that that is all set up. So I have a task in Asana that I duplicate at the end of each month, and we get our schedule. So when it's time to have our team meeting, like we did today, we can plug in all of our dates.

We get graphics. We have a Facebook group. We have copy that goes internal copy or communication via email, and Facebook posts that go out to our students. We have Zoom links and meetings have to be created. So on a monthly basis, a lot of what we're doing, getting our back end up and going to support students and their experience.

Then most days, I'm corresponding with clients and making sure that they have the resources that they need, or they can find them or get oriented to our community if they're new to the space.

Becca: One of the things that I've noticed that has been drastically different in my world, and I think I started doing it right around the time that you started working for me which hasn't been that long ago. How long ago did you start working for us?

Gigi: April of 2023. It hasn't even been a year.

Becca: I know. It's so crazy. So we have a running joke here at Hell Yes Coaching where Gigi is not allowed to leave. She's not allowed to get inspired and leave because she is my third assistant. Okay, the very first assistant came on. She did great. She did a great job. But she came to one of my live events, and she got so inspired that she decided that assisting wasn't what she wanted to do with her life. She wanted to take it in a different direction. So she left.

So I hired the next assistant. She was an amazing assistant, but she came to my Austin event. She got so inspired in the classroom that she decided that she wanted to become a life coach. She told me. She said, "It's your

Ep #142: BTS: How My Staff 10x Everything

fault. I didn't want to be that inspired, but I was. I couldn't help it. I have to leave. Assisting's not for me."

So when I hired Gigi, I was like listen motherfucker. Are you in this? Are you in this? Is this what you want to do? Do you secretly want to be a dancer? Do you secretly want to be a life coach? I don't give a shit. What do you want? This was the same time that we said I love you at the end of the call.

So anyway, Gigi's in. So she's only been working with us since April of 23, which is crazy. But around that time is when I started doing things a lot differently. Basically, for lack of better words, I just 100x everything that I was doing.

I think that for many years, for about three years, I've only been a coach for about four years. But for about three years, I had offers that I hoped people would come into, and I hoped to build a community, and I kind of was flying by the seat of my pants. If I felt courageous, I would host a webinar or a masterclass to try to funnel people in. But it only happened twice a year maybe. Other than that, I was just trying to get people in on Facebook and Instagram.

Now it's a fucking boost. Now, it is literally when she comes to me from Chicago, when she flies in, we sit down with a paper calendar because I'm old school, and I like it on paper. Which, by the way, we've got to remember to print out the months on paper when you come down for February. Side note. Oh, you already have it. Great. You know I like it on paper.

So we sit down with paper calendars of all the months for the next year. We plan out every single launch, every single month. Sometimes we have multiple launches going in a month. We're launching Zero to Coach. We're launching the Mastermind. We're launching the Mini-Mind. We're launching workshops, masterclasses, courses, bundles, incentives. Hey, come to this thing, and you will be incentivized to come into this thing and to uplevel and come into the VIP group blah, blah, blah.

Ep #142: BTS: How My Staff 10x Everything

So now I took what I was doing, which was inviting people into webinars and then into my world about twice a year. Now we do it about 14 to 15 times a year. Okay, 15 launches a year.

The only reason I'm capable of holding this much, and the only reason I'm capable of literally turning up the volume and 10x-ing everything I'm doing is because I have a Gigi in the background that is letting me run wild like a chicken with my head cut off as creative as I want to be, as big as I want to be, as loud as I want to be. She is running behind me and kind of sweeping up all of my mess and organizing it into these amazing files. Gigi is the MVP. That's what I'm trying to say.

Gigi: Honestly, the first time we launched for The Circle and then the second time, I was thinking in my mind how am I going to do this? How am I going to keep pulling this off? But I mean, honestly my systems, that's where my brain is. That's my role. So that's what I did. But now it doesn't even feel like, it just feels like okay. We're going to do this again. We're doing this in three weeks.

Becca: Yeah. One of my favorite things about you, and if you're listening to this, and if you have an assistant that allows you to be as creative and playful in your company as you want then hold on to that assistant. But if you have an assistant that doesn't allow you to be as creative and playful as you want, or makes it seem like it's hard for her to keep up. I don't know.

Just it's something to look into because one of my favorite things about Gigi is that I get to reinvent myself, and I get to evolve. I get to change things constantly based on how I'm feeling. It's something that I didn't used to do in my business. I felt very restricted and like I needed to stay inside of a box. These are the offers that I offer. That is it. That's all I'm doing.

Then I just fucking busted out of the closet somewhere last year, and I was like I am free to do whatever I want. Now in a given week or a given day, I will message Gigi, and I'll say hey, that thing that we were doing, the thing we've been doing for the last three months, we're going to scratch that. We're going to start over. We're going to do it a different way.

Ep #142: BTS: How My Staff 10x Everything

This is how it's going to go. We're going to see if it works. We're going to give it 90 days. If it doesn't work in 90 days, we're going to scratch it. We're going to try it again. You have been really supportive of that style.

Gigi: Thank you. I really appreciate you saying that. I think so much of this is about expectations. In that first call that we had, you said that to me. You said, "I change my mind. I come up with new ideas. I do this. Is that something that you're up for?"

So I think one of the things that's made us successful as a match is the fact that we had clear expectations from the beginning. Like I said, we're redefining or coming back to those expectations. So I think that's a huge piece of the puzzle that sometimes I don't want to say we forget, but so much of that has been impactful for me. I know what I'm getting myself into in the best ways.

Becca: Yeah, whenever you're interviewing, it is so important that you guys are honest and vulnerable. I think in the very beginning of my business owning, when I would interview massage therapists or receptionists back at Massage Strong, this was years ago, I wanted to present myself as very professional and this company is extremely professional. So I wouldn't tell people the pit holes of the business or what to watch out for. I've grown in that.

I think that there's a way that you can be very professional and say hey, here's our strong suits. This is what we're doing really well. Over here, though, is where it's a hot mess. This is where I would expect that you would come in and help me sort through this. I think that we had that conversation, like you said, in the beginning where it was hey, here's my strong suits but also here's where I'm weak. I need help period. I'm going to let you take the lead on that.

Gigi: Yeah.

Becca: What's even more wild is as I'm evolving, we are seeing our students evolve. This is something Gigi and I talk about constantly. Gigi, tell

Ep #142: BTS: How My Staff 10x Everything

them. What have you seen evolve in our student base since you've been on board?

Gigi: You've literally picked this thought out of my brain. Because what I was going to tell you is that as we have been evolving and you've been 100x-ing, like you said, I think sometimes it's easy to forget how much your students are watching you in the way that you just run and operate your business or exist.

So since we, I would say, honestly even before Tahoe. Right when I came on, when you decided you are going to be talking to your students differently, you were going to be calling in a different type of student. My experience has even changed with them. The types of customer service questions that I'm getting in the inbox are much higher level. Where the lower level ones of how do I find this or how do I do this? How do I access this? Those are coming in a lot less frequently.

There's a lot of ownership or self-ownership over their own learning in this space. It's just it's not even readiness. You'd probably have better words to describe this. But the best way that I can describe it is they've been watching, and the way that you've been speaking to them has hit. It's called in a totally different type of student.

Becca: Yeah, I'm just speaking to different people. I used to run the Three More program. The whole idea was to get three more clients in 30 days. So the main subset of people that it was calling in was people that three clients in 30 days was a challenge, right? So beginners, right? So we don't have people that are making a million dollars that are challenged by the idea of bringing in three clients in 30 days.

So what I did was I basically removed that entire group and took my Thirty More people, these are people that are making at least minimum \$50,000 a year. I turned that into the membership. So that's what The Circle is. That's why you get all of the scaling and CEO mindset. It's just higher level thinking.

Ep #142: BTS: How My Staff 10x Everything

I basically just took that Three More subset of people and turned it into all a la carte masterclasses. Like hey, the only way that you can come in here if you're just beginning is to buy my \$500 emailing masterclass. Now, the people that I talk to are the people that used to be Thirty More, and the Thirty More Mastermind people have now up leveled as well.

So it's just been a huge uplevel across the board. I don't speak at all in my messaging to people that are having trouble. I think that I also had emails in marketing that would say things when you're ready, if you want more clients. Now it's like you're successful as fuck. I already know that you can afford this. When you're coming in, let me know, DM me, we'll celebrate you. Period.

Gigi: It's certainty.

Becca: Yeah.

Gigi: Yeah.

Becca: It is. Something just happened a year ago. You've talked about this. Was it when we went to Tahoe, or maybe it was before we went to Tahoe? I how all of our entire timeline is just based on what place we went at that time. Pre-Tahoe, post-Tahoe, pre-Miami, post-Miami.

Anyway, you had said something along the lines of you watched me just finally hit my wall of fuck it. I don't want anyone in this group ever if they're not perfectly aligned. I'm saying no to everyone. If they if they say anything red flaggy, they're not coming in. I want this group to be ready and willing and excited to work. I just don't have room anymore for people that aren't.

Gigi: Yeah. I mean, even this event, it was so fun. It was fun. The energy in the room was different. I don't know how to describe it, but we've been saying that since we started Circle.

Becca: Yeah.

Gigi: Just the whole energy, the whole vibe is just so different.

Ep #142: BTS: How My Staff 10x Everything

Becca: Yeah. We changed so much. One of the things that I'm excited about as we are getting ready to go to Chicago in July is we are implementing a bring a business bestie. So if you buy a ticket to Thirty More, if you're in the Mastermind and you come to the July event, you get to bring a business bestie for free.

Now these tickets are \$3,500, and you just get one just because you're in the Mastermind. We ran that. We were going to wait until Chicago to do it. But about a week before we went to Miami, we're like what are we waiting for? There are people that would come, that would love this, that would think of this as a huge value add. Why are we waiting? So we launched it with not very much time. Most people couldn't get a business bestie to come within six days of going to Miami. But a couple of people did, and it was worth every bit of it. It was so fun to have all new faces in there.

Gigi: Yeah. I mean, I even think that is part of just the fuck it energy of okay, we could wait, or we can give someone an opportunity. If there are people, we're going to give this opportunity to somebody right away. So I think having that malleability or flexibility to just run with things. The fact that we have the infrastructure to be able to do something that. Where we can just make last minute changes to allow people or give people additional opportunities is awesome.

Becca: Yeah, I love it. Yeah, we put things out on the fly, and we take the risk that goes with it. There's risk with every big decision and even bigger risks whenever you're making these decisions quickly. I think that we are really good team at just owning that and being what's the worst case scenario? Okay, got it. Got the worst case scenario. I think I can handle that if that happened. Let's go.

Gigi: Yeah, absolutely.

Becca: Love it. I'm going to ask you this. Without my guidance, without my own thoughts. Don't let my thoughts imprint on you. Okay, without my guidance, where do you see Hell Yes Coaching going in the next five years?

Ep #142: BTS: How My Staff 10x Everything

Gigi: Gosh, you know what? I feel genuinely so much excitement about the future of Hell Yes Coaching. I think we've barely scratched the surface of what is possible for what we can offer students, for where we can grow as a team.

I think in five years, I feel the amount of resources and our ability to change with what our students need is just at such a high level now. It's almost difficult for me to imagine where that would be in five years other than we're going to be doing the same things, but just more. We're going to be answering the questions that business owners need or we're going to be solving the problems. I feel like we're one step ahead.

Becca: That's what's so fun about having a scalable online company. If 500 people wanted to come in tomorrow, we can handle that. Right?

Gigi: Oh, yeah.

Becca: Even in our smaller groups, I want to keep Thirty More Mastermind pretty small. Like 20 max. Even if we had 60 people, I would just break it into three groups. That would be three hours of my life. We are so scalable. The sky's the limit. The a la carte packages, the bundles, all of the masterclasses we're doing, the amount. Oh my god, what about our ads?

Gigi: I know.

Becca: What about our ads?

Gigi: We didn't even talk about ads.

Becca: We turned on our ads, and sky's the limit. I just watched my email list double. That's fucking awesome. Anyway, it's just everything is falling into place. Gigi, I know that you haven't been here for all of these years. But you can ask John, you can ask Mark. We have been working our ass off for years.

This is just a little love note to all your business owners that are listening right now. If you feel you're banging your head against the wall over and over and over, and you're trying, and you're being courageous, and you're

Ep #142: BTS: How My Staff 10x Everything

investing in your business, you're investing in your brain, you're trying new things, you're trying different business models, and it just feels shit all the time. Then you get a little glimmer of hope and then it feels shit all the time. Then you get a little glimmer of hope.

I just want to tell you it was the same for so long. I'm not trying to take away the gratitude that I have for my business and how quickly it took off. But for the amount of work that I was putting in and for how courageous I was and how much I was investing, there was just not results to show for that level of what I was putting in. It's all happening now.

It's we're literally almost five years in, and it's just now doing it. I'm like okay, okay. We're here. So don't give up. If you're in the banging your head against the wall phase, do not stop. Do not stop. Keep going. Keep doing everything that you know how to do. Keep evolving. Keep changing, keep tweaking, and raise your damn prices already.

Gigi: Yep, seriously. Okay, I had a one more thought about where I see us in five years. I want to see us doing more live events. I want to take the podcast live. I want to do a podcast tour with you. I would love to do a speaking tour.

Becca: What?

Gigi: I told you. I think that we have, I want to do that. I don't know if you're down for it but like that would be cool.

Becca: I would have to wear makeup. Would I have to wear makeup for that?

Gigi: No. Why would you? You show up authentically here. So why would you have to wear makeup?

Becca: Nobody can see me here. They can't see that I'm in my pajamas right now. Yeah, I love it. That's great. Can't wait to do that.

Gigi: All right. Buckle up.

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Becca: Buckle up. Strap on. Strap in.

Gigi: Strap in.

Becca: Strap in. Not strap on. Okay, thank you, Gigi. You're the best. I'm glad that I got to introduce you to my audience. You guys, this is Gigi Groener. She is the shit. We love her. You guys will be hearing from her anytime that you chat with us, anytime you email with us. You're pretty much talking to Gigi or her assistant. Now you can put a voice to the email.

Gigi: Thanks Becca.

Becca: You're very welcome. Talk to you soon.

Gigi: All right, 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.

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