

Ep #167: Being Relatable and the Marketing Wobble



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With Your Host

Becca Pike

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Hey guys, what's up? Let's talk today about being relatable. I am your host, Becca Pike. Today is episode number 167, 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.

Hey guys, let's talk about being relatable. I try very hard not to teach a lesson until I feel like I have overcome the problem myself, okay? So like if I'm having a problem or if I'm dealing with something internally, I try not to just go out and like teach what I'm doing because I don't know that it's the right answer.

So I usually wait until I have gotten through the hoops and feel as though I'm on the other side, and I feel really good and healed about whatever problem I was facing before I teach it, before I bring it to you guys here on the podcast or inside of The Circle or the membership. Today, that's exactly what we're doing.

Today, I want to talk to you all about feeling relatable. Because now that I'm on the other side of this problem that I used to have of feeling the need to feel relatable and feeling the need to never be too much or too intense, or I didn't want people to look at my social media and think she has lost herself. I didn't want my old friends, my old clients to see me up leveling and believe that I had, quote unquote, changed drastically, or that I only worried about money.

So I would soften myself and soften the way that I showed up on social media by doing relatable things and saying relatable things. I was doing this for years, you guys. I have been on a journey in the last couple of years trying to figure out why I was doing it this way, why I was worried about being relatable. I see this now. Now that I'm through the other side, I

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see it so intensely in other people and like in their posts. It's funny because I couldn't see it when I was in it. Now I see it. I see it.

So that's why I'm here. A lot of you guys are at the beginning of the journey that I was on a couple of years ago. You're like one hair away from unlocking this quantum leap of income, but I'm watching your stories and your Instagram posts and the emails that you're sending. I'm seeing this like internal struggle, this internal battle that's happening where you're trying to stay relatable in your posts. It is killing your uplevel the same way that it was mine. Okay.

So your engagement and your income is going to stay very mediocre if you continue to ask yourself hey, is this post relatable to my whole audience? Like what about my past clients that knew me before I started upleveling? Or what about my personal life friends that think this post is so bold or ridiculous or intense? Or maybe I can sell really hard, but then tone it down by showing that I'm like a grounded, good mom with photos of me playing with my kids that have absolutely nothing to do with my business or my brand.

Are you feeling this? Are you this person? Are you this person that is like on the edge of your next huge breakthrough? You're on the edge. You can feel it. Like you've got people that are coming to your social media. You've got people that are finding you, and they are liking your stuff. Like you have eyes on you, but they're not necessarily buying. Or they're coming and they're telling you how much they love your content and they're saving it or they're sharing it, but they're not buying.

Or they're liking everything and telling you how funny you are and telling you how awesome this is to follow you, but they're not dropping tens of thousands of dollars with you.

This is where we get to have a discussion of upleveling the way that our clients perceive us, the way that they see us when they come to us. How do they see us? How do we see ourselves?

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So it might look like sometimes you're leaning hard into selling the way that you want to sell, and you're bold and you're on brand and you're a strong leader. Then maybe a few days later, you kind of stagger backwards because you're just on another part of your cycle, and you're not feeling as forward, or maybe something happened, or you didn't get as many likes or loves or whatever it was that you thought, outside evidence, stating that what you were doing was working and you got embarrassed.

So you felt like you came across as too much. So you soften yourself. You make relatable content. You joke about your own mistakes. You joke about your own faults. You make posts that make sure that people don't think you've changed too much. You post photos. Yeah, I'm a millionaire, or yeah, I'm a huge business owner, but I still really love the fact that I shop at Walmart.

Listen, there's nothing wrong with shopping at Walmart. Okay. But what I'm showing is going off brand, going off brand to be more relatable because you're coming from a place of fear. This is what we're talking about.

So it might look like you leaning in and leaning out, right? You're doing what I call the marketing wobble, right? You're wobbling. You're like, I'm strong, I'm not. I'm so strong, I'm not, right. Or hey, here's my method for how to get things done. This is the absolute best thing you can possibly do. You need to come into my world. This is how we do it. You will be as wealthy, healthy, and free as I am, or as my students are.

Then in the same token, you're like here's this funny picture that my friend took of my face all smeared and weird and funny when you zoom in on it. Okay.

As I'm describing to this entire scenario, I know that some of you guys, this is like hitting home for you already so much. It is time to really like truly ask yourself and not, when I say this question, you're going to be like, yeah, obviously, but I want you to sit with it. Do you want to be relatable and light, or do you want to quadruple your income? Okay.

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Because as a human, you're probably cool as shit. You're probably super relatable, and that's great. Don't ever stop being that way. Never stop being relatable. Never stop being an awesome human. However, that's not the purpose of your business Instagram account.

Your business Instagram account or your emails that you're sending out or your Facebook account or your LinkedIn or your podcast or whatever it is that you're doing is a resource of your knowledge and your experience displayed in little squares, if you're on Instagram, that put you in a seat of authority in your industry so that people come and they find your handle. They resonate with your boss ass authority. Then they make the absolute no brainer decision to make it rain inside of your Stripe account. That's ultimately what you want.

You could have an account where people come and they like pictures of your puppy, and they think that's amazing. Like it's all about your puppy. you have an Instagram account that looks like my Aunt Ethel's where it's just random photos of flowers and puppies and kids and vases and jewelry and random things that you love. That's fine.

Or if you want to make money on Instagram, it is time to just tighten this up and clean it up and ask yourself why you're coming off brand, why you're popping over here, popping over there, trying to show yourself to make yourself more relatable in a way that is off brand to your business. If you are selling business coaching, you want to be selling business coaching every day, all the time. Everything you post is about business coaching, right?

So like just a reminder, and this is when I was on my journey, it was a constant reminder to myself too like this is a business just like Coca-Cola is a business, Apple is a business, and your business is a business. Your Instagram page needs to be filled with your company's absolute unapologetic beliefs and opinions and backbone of what you represent through solid messaging, authoritative stances, knowing exactly how to word what you do and how your method works and a hell of a lot of selling.

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In fact, your business account is actually going to become a lot easier to manage when you just delete from your workflow all of the relatable here I am with my dog, here I am with my kids, here I am eating a sandwich, here I am eating a salad, here I am getting ready to take a shower posting that you're doing and just all of the people pleasing, and you just get right down to it.

I like when I come to someone's social media, and it's like we're cutting the fluff. We're getting straight to business. This is what we're doing. Now there's accounts that I follow that are fluffy, and I don't buy from them because it's just for entertainment. I don't want to be that account, and I don't think you want to be that account either.

When I find somebody that has cut the fluff, they're telling straight like it is, immediate to business, that's who I'm buying from. So you're going to want to look at everything that you say on your business Instagram account from a place of if this is the very first thing that someone sees of me, does this position me as the leader that they want to hire?

But ultimately some of you business owners or you business coaches are asking people to drop \$25,000 with you. If they come to your account, and if they click on any of your posts, any single random one, will it be from a place of leadership and like opinionated strong stance? Or are they going to click on a post, and it's going to be a picture of you when you were a kid and you're saying I used to really love wearing tutus, right? They were probably going to click out of that. Not that we didn't all love tutus, but, again, this isn't where we want our Instagram business page to be.

Because I can promise you one thing. Your dream client is not looking for a softened, relatable, I hope I'm still being accepted by everyone kind of post when they are on a hunt for the authoritative person that is going to fix their problems. They want the version of you that is like standing on a mountain screaming follow me or don't follow me, but I'm heading straight to the fucking top. Okay.

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When you master how to show up with authority and you master how to heal that part of your heart that is dying to be loved and accepted by everyone, and you master how to be bold, and you master how to do messaging the way that I teach messaging and the way that I teach the methodology of Instagram and the way that I teach how to make money online. When you really learn all of my methodologies that I teach inside of The Circle, you are going to be the healthy and wealthy and free version that you have been envisioning all along.

Honestly, it's more simple that way. It is so simple to do it this way and easy to do it this way compared to trying so hard to fit into a box that you don't actually want to fit in. This stuff works guys.

My client just texted me. She was stuck at \$4,000 per month for six months in a row before she joined my mastermind. She just texted me that she's at \$13,300 in 30 days. Okay. First of all, I'm not surprised because this woman is like so courageous. When she came in, she just showed up to every call, every training. She had all the questions.

She was all in, and it shows in her numbers. But also we worked diligently on how she shows up on social media and what people are perceiving of her when she does show up on social media because branding and positioning matters so much.

So I hope that you were able to take away today, just a quick overview and thought of what it looks like when someone comes to your Instagram. Are you bold, straight to the point? This is what we do here. This is how we act. This is what it looks like. With this, you can still have all the personality. You can still have all the joy. You can still be funny. You can still do whatever you want, whatever feels like you.

What I don't want you to do is numb yourself or mute yourself or just turn the volume down on the mission that you are on because you want so badly to be relatable.

Last thing, before I go, I want you to really hear me when I say it doesn't have to take a long time to pour gasoline on your business. You can be

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stuck making \$10,000 months for years and then immediately quantum leap to your first hundred thousand dollar month. Okay. You don't have to spend years in therapy unwinding why you're stuck at \$10,000, why your messaging isn't working. You can get the answers and immediately quantum leap. Okay.

I've had times in my life where I was like, quote unquote, stuck at \$40,000, \$50,000, \$60,000 months, and immediately jumped to \$200,000 months whenever I got the answers that I needed, when I got the support and the mentorship that I needed. Okay.

Just remember, it's always the basics. If I were to sit down and look at your business under a microscope, which is what I do for a living, I guarantee that I could double your business simply by pouring gas on one of two things. Again, it's how you sell and how you scale. Don't let anyone else tell you that it is more complicated than this. Okay.

So like when you master branding, messaging, positioning, consumer psychology, the way that I teach it, right, people are going to be coming into your world. They're going to be DMing you. They're going to be contacting you. They're going to be like wanting to work with you same day. We have a lot of people that come into The Circle. They watch my on-demand classes. They land new clients same day while trying less hard because I make it understandable and replicatable. Okay.

So if you are looking to jump into my world, you are going to want to come into The Circle immediately. This includes the on-demand coaching portal, which alone has made millions of dollars for my students across the board. However, my membership doesn't just stop there. It also includes all of my live workshops and trainings for the entire year.

Because I am the gift that just keeps giving, it also includes live hot seat coaching. The hot seat is usually one time per month. However, I'm adding even more coaching sessions in July and August to ensure all of our summertime newbies get themselves situated and secured to double their revenue before Q3 takes off.

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So my friends, get out there, be bold, say your truth, stand in your power, all of the things on your social media. We have no time to mute ourselves and to turn the volume down. When you are ready to understand marketing on a whole other level, you're going to want to come into The Circle with me. Have a great day guys. 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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