

## Ep #173: Achieve Your Biggest Months Yet with Sprint Week



### Full Episode Transcript

With Your Host

**Becca Pike**

## **Ep #173: Achieve Your Biggest Months Yet with Sprint Week**

Hello, my friends, welcome to episode number 173. 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.

Hello, my beautiful friends. It is September, and if you are inside of The Circle, you know what this means. This means all things Sprint Week. So, you guys, I created a masterclass called Sprint Week many years ago, and it has stuck around. There's been a lot of classes that have come and gone, but Sprint Week is one of those things that my students talk about year around.

I want to tell you a little bit about how this was born and what you can take away from this episode today to go drastically change the results that you're seeing in your business. So, I am often talked to, asked about, inquired about the results that I've had in the timeframe that I've had them.

People will come up to me, and they'll say I don't want to disrespect you, but it feels like it's a bit of an overnight success. We don't want to say that it's an overnight success because we know there's been a lot of work put into it. But like, there are other coaches, there are other business owners who started at the same time that you started, and it is clear that you just progressed very quickly into the multiple millions of dollars per year.

Here's what I want to say to that, and here is why Sprint Week was born so many years ago. You can have two people, and I'm just going to use the coaching industry just for easy access shits and giggles. Let's say that you have two coaches. They both start at the same year, okay? They start in 2019 or 2020, which is the year that I started.

You might look at both of these, and you know that they might've had the same coach for a few years, or they've taken the same classes, or they

## **Ep #173: Achieve Your Biggest Months Yet with Sprint Week**

seem to be on the same trajectory. But person A, five years later, is still sitting around \$400,000, \$500,000 a year, as opposed to person B, who is sitting around \$4 or \$5 million a year. What is the difference between these two?

Now, there's, I'm sure, lots of micro-differences, the way that they are messaging, the way that they are saying things could be different. However, what I do know for sure is person B, the one that is making millions of dollars, aka myself. When I think about myself versus a lot of the people in the industry that have been kind of stuck in the same place that they were years ago, the only difference that I see is the amount of time that I spent in the front end versus the amount of time that I spent in the back end.

Here's what I mean. While many coaches back in 2020 were worried about their website, I was selling. While many coaches were worried about their color palette, I was selling. While many coaches were worried about getting Canva just right, I was selling. While they were getting their photos taken professionally, I was selling. While they were worried about looking like they had it all together, I was selling, I was selling, I was selling. I was always in my front end, to the point that my back end was quite messy, to be quite frank.

Like I was making a million dollars a year before I ever built an Instagram. I was making maybe \$600,000 a year before I ever had a website, like a real website. My back end was an afterthought. I was always constantly telling people they could work with me. I was literally showing up face to face with people. You guys, this was the amount of courage that I was at at this point.

Back in the day when I was building a massage therapy practice, I would literally walk up to people in the mall or in public in the grocery store that were walking in a way that I could tell that they had back pain because I was trained in how to see back pain. I would walk up to them, and I would say hey, I can help you with your back pain. They would be like, "How did

## **Ep #173: Achieve Your Biggest Months Yet with Sprint Week**

you know I have back pain?" I'd be like, I can tell. I can fix it. Like that's the level of courage that I was at.

Okay. When I look out at 99.99% of people, I might even say a hundred percent of people that aren't making the amount of money that they want to make, it's because they are fidgeting in the back end instead of selling every single day, instead of walking up to people every single day and saying hey, I can help you. Instead of getting on their Instagram stories every single day and saying hey, I can help you. Instead of getting on Facebook or getting on LinkedIn or sending an email every single day and saying, here's how I can help you.

You are leaving so much money on the table by waiting around for clients to come to you. Okay. If you're waiting for clients to come to you, to hear about you, to remember you, to think about you, you are leaving 10 times the amount of money on the table that you could be making. You're not seeing the demand of client or the amount of revenue you want because you're spending so much time in the back end of your business hoping that people will reach out when they're ready. Instead of going to them, selling to them, promoting yourself in a way that helps them understand that you're the person that can solve their problem.

Listen, it's not that you don't want new customers and big money. You do. You're creative, you're hardworking, you're hellaciously driven, right? But you're simply not selling at the level that's equivalent to the money you want. If you want 40K months, you can't sell the same way you did when you were making 20K months. If you want 100K months, you can't sell the same way that you did when you were making 25K months.

Every quarter, you need to put your back end business on hold and reassess exactly how you are bringing clients in, exactly how hard you're pushing your demand, exactly how you are gaining customers and client acquisition.

## **Ep #173: Achieve Your Biggest Months Yet with Sprint Week**

This is where Sprint Week was born. Where I said hey, for all of my students, every quarter, we're not only going to assess these things, we're going to sprint like hell for a week. We're going to just turn up the volume. We're just going to turn that client acquisition dial up, and we're going to do it all together.

I'm going to show you what a real sprint looks like. I'm going to show you how hard I actually push. I'm going to show you exactly what I do and how hard I sell and how consistent it is and what it looks like and how it feels and how great it is whenever you are pushing to the max and people are coming in and buying up all your products and asking for more information and asking if they can get on the waitlist. I want you guys to every quarter assess exactly what it is that you're doing on the front end and turn it way the fuck up and watch as customers and clients start flooding in.

So Sprint Week is an all-out balls to the wall, week long boot camp instructed by me and my right hand man, John Richardson. As a community, we test our limits, and we have this gamified point system and we're pushing ourselves together all at the same time to sell every single day in an all-out sprint.

My students get this like game sheet where they get to keep points and track points for everything they do, for every time they post a story, for every time they write an email, for every time they tell someone face to face, for every time they do X, Y, and Z. It becomes a game, and the excitement and the support and the community and the celebrations inside this program are all on another freaking level.

This is the week that our students for years have come to us and said, I just made \$50,000. I just made \$60,000 just from one week of sprinting all out. We have students laughing and crying and celebrating their numbers like they have never seen before. No matter how many followers they had, no matter how much income they were at, it is just this huge dial turn up for everyone. It is just the most fun week in my world ever.

## **Ep #173: Achieve Your Biggest Months Yet with Sprint Week**

So if you're listening to this, I want you to ask yourself, how much time are you actually selling versus how much time are you actually thinking about selling? Are you feeling burnt out because you're actually physically working and selling and telling people about yourself and bringing in new clients and seeing new clients and retaining new clients? Or are you feeling burnt out and tired because you're thinking about doing all of these things and the risks that you want to take? What are you going to do about it? How are you going to change the way that you are approaching this?

So if you are someone that wants to become a money making machine, and you love a good challenge, and you're not afraid to be uncomfortable, and you want September and October to be your highest grossing months this year, and you want all your followers and email subscribers to become actual buyers.

You want to become the storefront, whether it's a real storefront or whether it's an online storefront, but you want to become that storefront that people actually purchase from regularly and not just watch, you're going to want to join Sprint Week this year. There's two ways to join Sprint Week.

You can come in, and you can register for \$333, and you can receive access to Sprint Week. Or you can register for The Circle and receive access to Sprint Week plus one year of all of my highest level trainings, my weekly coaching calls, access to VIP members only pricing for the live events. The Circle is the everything place to be in my world.

Sprint Week this year is September 9th through the 13th. So you guys, it is like now, it is time to sign up right now, September 9th through the 13th. If you are listening to this and it is past the 9th, you can still jump in and you can binge everything and you can come right in. We had people last year, I have one girl in particular that I'm thinking about. She came in on the third day out of the five days, and she ended up winning the entire challenge. She got more points and she ended up making more money and more sales than everyone else because she came in like a ball of fire.

## **Ep #173: Achieve Your Biggest Months Yet with Sprint Week**

So September 9th through the 13th. If you know that this is for you, go ahead and contact us at [contact@hellyescoachingonline.com](mailto:contact@hellyescoachingonline.com). You can also go to [hellyescoachingonline.com](http://hellyescoachingonline.com) or my Instagram at @1beccapike. We can get you set up for all of the Sprint Week excitement. You guys, this is the place to be, and I cannot wait to see you inside.

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.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit [hellyescoachingonline.com](http://hellyescoachingonline.com). See you next week here on *The Hell Yes Entrepreneur* podcast.