

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked



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With Your Host

Becca Pike

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

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What's up guys? Today I'm just going to go off on a tangent. I'm going to go on my own little riff here, and I'm going to talk to you all about the myths that I see come up with how my highest earning students are functioning in their business, their business models, how they are leading themselves.

As I've worked with multi-six and multi-seven figure earners, a lot of these people in my private containers as well as in my mastermind, I have noticed that some of the lower earners have thoughts about how the higher earners are running their business.

These aren't judgments. There's no bad thoughts, just thoughts about successful people. I want to shine some light on that. My intention today is for you to just notice where your mind goes. Just notice what thoughts come up as I talk about some of these people that are making seven, multi-seven figures so that we can fill in that gap. All right. So this is episode number 175. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. And if you're looking for high level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale and we play. Cause what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

Hi friends. All right, let's just jump right in. Are you ready for me? I've got five myths here. If you know me at all, I'm probably going to come up with more on the spot. So here we go. So I've got students, right, that have been working with me either for a very long time, or they found me recently

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

and we have jumped their income to a place of multi-six or multi-seven figures.

Now, one of the things that I have noticed is that a lot of people that have come to me believe that everyone came to me. All of my high earners came to me as high earners, or they waited until they were high earners to go big with me. Okay.

This shows up a lot in a lot of my masterclasses or in my Instagram DMs, or people come to me and they say I want to work with you and I want to be in your mastermind, but I'm not there yet. I'm not ready yet. I'm not making enough money yet. I'm not ready for the big leagues.

You guys, a lot of the people that are making multi-seven figures or multi-six figures in my world, they didn't come to me making \$30,000 months, \$20,000 months, \$40,000 months. They came to me making \$3,000 months or \$5,000 months. A lot of these people have been with me for a very long time.

I never want my marketing to come across as come here and get rich quick. The people that are making the most money in my world are the people that have been with me the longest, the people that have continued to re-up, the people that have continued to stay. They have the highest staying power. They have the highest self-led leadership in being uncomfortable. These are the people that we have tweaked and tweaked and tweaked over time to create the results that they have. Okay.

They come to me, they might be making \$5,000 months, and we work for a while to get them to \$9,000 months. We go into the next phase where okay, well, we worked on this. Now let's tweak messaging, and that'll take your \$9,000 months to \$15,000 months. Then let's go ahead and onboard some help. Let's onboard a virtual assistant. Let's onboard some social media help. Let's onboard some contractors. This is going to take you to those \$25,000 months.

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

But these aren't just instantaneous. This has happened over time. Honestly, this is what I believe mentorship is all about. Honestly, I think that in the culture that we're in right now, a lot of people have forgotten what mentorship really is. To me, mentorship is like, Mr. Miyagi, like you are with this person for life. This is your old soul. This is the person that is going to take you really far.

A lot of people jump in, and they're looking for a coach that is like going to instantly make them successful. So they're only willing to sign on with this person for six months. Then they're out. When, if this is you, you're missing out on so much relationship, so much depth. You can't jump into a container in only six months and get the type of mentorship and lifetime support that comes with long-term mentorship.

You can't wait until you're a high earner to put yourself in a room that is going to make you a high earner. That is the equivalent of saying I'm not going to go to the gym until I'm in shape. You go to the gym when you're out of shape. You go to the gym when it's hard to walk a mile. You go to the gym when you can't even lift the 10 pound dumbbells. In the gym is where you become sharpened. It is where you become strong. It's the same thing in mentorship.

So my highest earners, they didn't come to me as high earners, and they didn't wait until they were high earners to come to me. They came to me vulnerably as they were. They showed up. They said hey, I'm making \$3,000 a month or \$5,000 a month, I just don't know where to go from here. Help. We have tweaked and they have had the staying power, and the courage to continue to move forward as we inch our way towards multi-six and multi-seven figures. All right.

Myth number two. Myth number two is a funny one. I have had the understanding that people think that all the people that work with me at multi-six and multi-seven figures all have these massive teams.

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

Most of the online coaches that I work with have maybe one person helping them and supporting them. My brick and mortar people have maybe two to three contractors and like a receptionist that is helping them. Okay. So this isn't about having massive teams. You don't have to have massive teams in order to be successful. You can hit millions of dollars without having a huge payroll. Okay.

So this is just so far from the truth. Believing that you have to have a massive team or believing that in order to scale, you have to bring a lot of employees and staff on, it's just not true. You can hire people very intentionally. You can put them in the right positions. You can give them the right roles, and you will need way less people and save your pockets a lot of money. Okay.

This is where I come in, and I help them do that. I don't want my clients to waste money. I don't want my clients to hire a shit ton of people because then they just have more people to manage. I want my clients to hire smart. I want them to hire well. I want them to train and manage very well in order to keep their pocketbook tight and in order to keep their efficiency high. All right. So no, you don't have to have massive teams in order to scale. You don't have to have massive teams in order to create multi-six and seven figures.

However, there is a nuance to this. You also can't be the type of person that's like, I don't want to manage people. I can't manage people. I want to make money without having to manage. You will, at some point on your journey to multi-six and seven figures, you will have to hire help. That's where I come in. That's where we get together, and we brainstorm, and we create management skills, and we create trainings, and we create whatever it is that they need to feel good in the position of, quote unquote, boss. All right.

All right. Myth number three, this one's my favorite. You've heard me talk about it a million times, and I'm going to say it again. My highest earning students all have a large following with huge email lists and audience sizes.

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

Guys, I'm going to tell you right now, I'm thinking of three people off the bat. Okay. Three people.

Person number one, she has maybe 4,000 followers on Instagram. Person number two has maybe 2,000 followers on Instagram. Person number three has about 12,000 followers on Instagram. When we're talking multi-seven figures, 12,000 is nothing. One of the reasons I believe that they were probably were attracted to me to begin with is because I was making multi-seven figures before I ever had more than 2,500 Instagram followers.

Would you believe me if I told you that this year was the first year ever that I have had more than a thousand people on my email list. I have been functioning with a multi-seven figure business with about 800 people on my email list for years. I just started running ads this year, and it's popped it up over a thousand. We're sitting around something like 1,700 now.

So my biggest earners aren't just people with huge audience sizes. My highest earners are people who know how to talk to the audience that they have. I'm going to preach this until the day that I die, you guys. It is not about how many people are following you. It is forever how you are speaking to them.

I have a lot of friends that have over a hundred thousand followers on Instagram, and they make way, way less money than I do. Okay. So don't get into the rat race and chasing the carrot in front of your nose of having more Instagram followers if you don't know what to do with them, and you don't know how to turn them into sales. Okay.

I would rather see you have 500 people on your Instagram page and know how to turn them into sales than 100,000 people and zero sales. It is such an easy thing to think that high audiences means high money. It just simply does not. It just means a lot of eyeballs. You might be friend zoned.

Like I've got friends that have a hundred thousand followers. They're totally friend zoned. They get lots of comments of people saying oh my God, I

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

love your page. This is so exciting. Like I just love following you. I send your reels to my husband, but it does not at all impact their wallet. That is not what you're trying to do unless it is what you're trying to do. But I'm telling you right now, it's probably not what you're trying to do. You want to get paid for the time that it takes you to run your Instagram page.

So this is, again, something that I work with my high earners on is like this isn't about having a bunch of people following you. This isn't about having a bunch of people on your email list. This is about taking the people that are on your email list and figuring out how to turn 20% of them into current buyers right now. That only comes through messaging, which is what we are consistently working on.

Myth number four, the ones who paid in full for my close proximity, big containers had the cash laying around to do it. This isn't true. This isn't true. I don't think I can think of one person that just had \$60,000 laying around like with unassigned tasks to it.

Most of them use payment plans. Even though they are multi six and seven figure earners, most of them use payment plans. The ones that do pay in full often tell me that they went and got a bank loan so that it wouldn't affect their cash flow in their business bank account. Bank loans, huge sacrifices, payment plans. This is the way most people work with me.

So I don't want you to not go get your dream client because you believe that it is etiquette, and it is proper, and it is good business moves to only do it when you have large amounts of random ass cash laying around.

Because the more money that you make, the less likely it is that you're going to have random cash laying around. The more money that you make, the more likely it is that your financial fitness is going to be up to date with investments, with tying your cash up, with putting it into places to hold for you.

So just know the ones who dropped really big payments with me, it's not that they waited until they had a bunch of cash laying around because that

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

would be a long time to wait. Okay. They waited until they felt that they were strong enough to hold the responsibility of large payment plans. They felt that even though it was scary, they were capable of doing it. They understood that it was in alignment with the person that they wanted to be in 10 years. Okay.

A lot of them have told me this. I said a line at some point at Hell Yes Live not too long ago, and I've had multiple people bring it back up where they said, "You took us through this exercise where you put us five years into the future, and you made us think about and consider where we want to be, what moves we would need to make to get there, who we would need to become to get there. Then you asked us would that five year from now version of you be willing to throw down the money to get the support that you need? The answer is always and forever yes." All right.

The last myth that I want to talk about is my super successful students are so courageous and so successful that they don't stumble. Like as if we just get into a room together, and we just laugh and giggle and talk about how much money we're making. We do that by the way.

However, listen. All of my students are human, and nothing changes when you leave the multi-six figure mark into the seven figure mark, nothing changes. You're still a human. You still have employees that quit. You still have clients that decide that they're disgruntled. If anything, these problems only get heightened. If anything, these problems only get bigger. If anything, these things show up more often than when you are just dealing with like five or six clients a month.

My highest paying students come to me because they stumble, because they need a place to bounce off very mature, big girl, big boy problems that come with making really big money. Sometimes my most successful students come to me, and they simply say, Becca, I don't know why this launch failed. Becca, I don't know what happened here. Becca, we need to figure out what is going on and why my audience is so quiet and why this launch is complete crickets. This is what we work through. Okay.

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

So it's not like something is going to happen when you become successful where you're just completely immune to being human. You are going to always go through this stuff. This is why having a mentor, having a coach to bounce this idea off of someone that's like 20 steps ahead of you that has been through all of this as well, this is where you are going to see such a big relief where you're going to see so much support because the more that you grow, the more that you even need this support.

Now with all of this said, what I will say is true about my highest earning students that is not a myth that I have heard going around is that they just are more courageous. Now I don't want to say they are more courageous. I think everyone has the same amount of access to courage. It's just that they flex more courage.

You have the same access to courage that I have, but if you continue to push it away and not use it, your muscle gets a lot weaker. Whereas a lot of my highest earning students are flexing their courage so much and getting punched in the face and falling down and getting back up and trying again and failing a launch and trying again and failing a launch and trying again. Then an employee quits, and they're going, and they're moving.

They're still, it's not that they have more courage, but they do flex more courage, and they flex more un-fuck-with-ability. Wow. I just made that up un-fuck-with-ability.

So my question to you is who are you when it's not working? Who are you whenever it is feeling problematic? Who are you whenever you get punched in the face? Are you in the right containers? Are you telling yourself that you can't come into a high level mastermind because you make X amount of money, or because you have X amount of followers, or you don't have a team yet?

Like what story are you telling yourself about what containers you need to be in? It is so imperative that you put yourself in the right containers, and that you put yourself in containers that you can grow into.

Ep #175: 5 BS Myths About 7-Figure Entrepreneurs Debunked

If you are pregnant, a lot of my listeners have been pregnant before. If you're pregnant, and you're buying jeans, and you're only in your first trimester, are you going to buy jeans that are snug already? Or are you going to buy jeans that you can grow into while you grow this baby? Right? This is the same thing for containers.

Like if you are actually growing a big business then you're not going to put yourself in containers that already fit exactly where you are. You're going to put yourself in containers where people are making a lot of money. People have more staff than you. People are paying big, doing courageous things. So be sure that you are putting on the pants that fit the future you.

All right. So this is my rant for the day. Please take away what you will. Please understand that I freaking love you, and I'm so glad that you're here, and thank you for listening again and have a great fucking day.

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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