

Ep #179: Plan Your Most Profitable Year Yet: 2025 Goal Setting Strategies



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With Your Host

Becca Pike

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

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What's up, guys? Welcome to episode number 179. 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. 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. Because 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.

All right, guys, it is that time of year. It is mid-October. What does that mean? Everything pumpkin. What else does that mean? It's time to start thinking about next year. So 2025 is around the corner. We are in Q4. While we are not taking our foot off of the gas for 2024 whatsoever, we are going to finish strong. We are going to finish like the beasts that we are. We are going to blow our own minds in 2024, which by the way, Q4 is always, always the biggest, most income, most profitable quarter in all of my businesses.

I'm wondering if you feel the same way. I mean, this is the time that people are consuming. Just a little side note, guys, Q4, people are winding down from the summer months. They're starting to barricade themselves into the house. They're starting to get cozy. They're starting to relax, and they're buying shit. They are buying shit in preparation for the holidays. They're buying shit in preparation for getting together with their families. The consumerism is at an all-time high. So if you don't flex it in Q4, what are you doing? You got to flex it.

Oh, by the way, in November, I've probably already publicly launched this by the time you're listening to this, but we are doing our very famous Black

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Friday class. If you guys run a Black Friday in your business, you do not want to miss this class. I show you every single thing that I do in order to make Black Friday my highest paid day every single year in every business that I own. In the brick and mortar business, in the online business, all over the place. So you don't want to miss that class.

But anyway, consumerism is at an all-time high, you guys. This is why Q4 gets to be so beautiful. However, it is October right now. If you're not thinking about 2025, it is time to start doing so. All right. 2025 is around the corner. I know that the people that are listening to this podcast, you guys are very driven people. You have ideas of what you want 2025 to already be. You probably have your revenue goal already in your pocket.

I want to ask you, are you just dreaming about that revenue goal? Are you just thinking about it? Or are you actually planning for it and creating the space and creating the infrastructure and creating everything that you need in order to reach that goal? So at this level in your business, you don't want to be someone that just hopes and dreams for that goal to unfold magically. You have to decide exactly what that looks like. You have to create the space to create that goal. You don't want to wing it and hope that it's your biggest year yet.

Let me ask you, did you wing 2024 and hope that it's your biggest year yet? If you're in my mastermind or if you came to Hell Yes Live back in January, you did not wing it. You sat down and did your three-year plan with me, and you created exactly what needs to happen in order to create the money that you want to make.

So let's talk 2025. You have a big goal. You know that you're capable of it. You want the time freedom. Like you keep telling yourself when X, Y, Z happens, you're going to be able to relax. When that new hire comes in, I'm going to be able to relax. When I have X amount of money in the bank, I'm going to be able to relax. When I get to this point, I'm going to be able to work less. When the holidays come around, I'm going to be able to work less.

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You guys, the time is now. You've got to put the infrastructure in, in order to have the time freedom now. So 2025, yes. Can it be the most relaxing year yet? Of course it can, with intention. Can it be the most money freedom you've ever had? Yes, absolutely. It can be, with intention.

You guys, it is crazy what is possible in the business world. Like it doesn't matter if last year you made \$50,000 and this year you made \$55,000. Next year you can make \$300,000, \$400,000, \$500,000. There is no ceiling to the business world, and that is the most beautiful thing on the planet.

But it doesn't just happen because we hope it happens. It happens because we create it, and we take the actions and we put the plans in place and we execute the plan, even when we don't feel like it, even when it sucks, even when it's raining outside, even when we want to be in our pajamas, even when we want to skip work, even when we don't feel good, even when our kids are at home sick. Okay. So this is what needs to happen between where you are now and where you want to be. It is intention.

If you want big money, you got to play like a big player. All right. That requires an actual CEO boss plan. So, for instance, what is your infrastructure like? Does your infrastructure support that money goal that you want to hit for 2025?

Let's say you are a coach and you've been doing everything one-on-one, and you know that it's time to bring in a membership. You know that in order to hit that goal that you have for next year, you would have to have a membership because you wouldn't physically be able to see all of the one-on-one people that you would need to see to hit that goal. That's an infrastructure gap.

So if your infrastructure gap is I'm doing one-to-one, I need to be doing one-to-many, or I need to create some sort of membership where there's a recurring monthly revenue coming in, then that is an infrastructure gap that needs to be filled.

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You might also be a coach who is looking like you have a lot of students that love you. They come in, they work with you, they have a great time, and then they leave. You haven't created an alumni package for them to be able to stay in your world. You haven't created any space for them to be able to have high retention with you and to be loyal to you forever.

If you want to create that money goal that you have for 2025, it would require that you have somewhere that you can put these people that love you. If you are an in-person studio and you have a goal for 2025, but you sit down and you calculate out like oh, I physically can't hit that goal with the space that I have because I see my clients in person, and I need a better space.

I need a bigger space. I need a space with more rooms. I need a space where more staff can be here. That's the only way that I'm going to be able to hit that number goal. These are the details that you have to really look at and not just hope for. So the infrastructure of your business, can it actually handle what you're going for? Can it handle the goal?

A lot of times people will sit down and they will realize I have these big dreams. I have this number goal of 800k next year, but I actually can't even physically hit 800k with the way that I'm doing things now. Because the way I'm doing things now are working for me now, but they are not going to work for me at that level.

When you're looking at your 2025 plan, you also have to ask yourself not only infrastructure but you have to ask yourself about just the processes and the software and the habits that you're doing in your work right now that are working for you now that won't work at that level.

So right now you might not have a retention strategy. Your staff might not have a retention strategy. You haven't taught them exactly what to do to keep their clients coming back. You haven't taught your admin or your VA how to reach out with bonuses or with incentives to come back into your world to the people that have left and haven't been back. This

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strategy would be the tipping point for you to hit that goal for next year, but you haven't planned that out yet.

Or maybe it is a boundaries issue. You know that you can make it to the next place, but you and your staff don't have the right boundaries, or you and your clients don't have the right boundaries. You might have 45 clients right now, but in order to hit your goal for next year, you need 105 clients.

You need to be able to sit down and do that math to figure out how many clients are actually needed so that you can work backwards and brainstorm and figure out exactly how many clients are needed so that you can decide the infrastructure and the processes that need to be in place to actually create that.

So if you have 45 clients right now and you have shit boundaries with them, and you're up all night talking to them and answering their calls and worried about what they're thinking and trying to accommodate them in every possible way, then there's no way that you're going to be able to have 105 clients if you can barely handle 45. So this is where you have to ask yourself who do I need to be and what boundaries do I need to have in order to create what I want to create for 2025?

It also might be a situation where you don't have good boundaries with your time. So you know that, I don't know, like a weekly newsletter email would do so well in your company, but you haven't sat down and become the person that is capable of doing that and holding themselves to that accountability to get that newsletter out every single week or to get that podcast out every single week.

So these are the boundaries that need to be looked at and need to be problem solved for, like actual pen to paper, not just thinking about it, not just worrying about it, not just hoping for the best, but pen to paper. What do I want to do in 2025? How many clients actually is that? What is missing? What are the gaps, and what do I need to do to create the space

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and the infrastructure and the processes and the habits in order to create that, right?

Like what specialists need to be hired? Do I need another receptionist? Do I need another VA to handle that type of volume? Do I need a marketing team? Do I need an ads team? Do I want to start running SEO? Do I want a podcast team? Who do I want to delegate some of this stuff to so that I can create what I need to create in order to have that big of a goal? So this is the way your brain has to be working already in October for 2025.

This is why Hell Yes Live was created. Let me just say, I created a fucking masterpiece with my live event. It wasn't always a masterpiece, but we have run it eight times. The way that we have tweaked and created the quality every single time, just a little bit better, a little bit better, it continues to become more advanced, more specific, and it continues to create more successful CEOs every time.

This is why we place Hell Yes Live in January specifically to prepare you for the next year so that your new year can be an insane jump. This stuff that I've been talking about today in this podcast, this is exactly what we're doing at Hell Yes Live.

You come and you spend two and a half days creating your exact strategy where I'm pulling out of you exactly what is missing with your blueprint, exactly what you're doing or not doing to create the results that you have right now and how we are going to tweak it so that you can create the results that you want to have in 2025.

I use what I call my Hell Yes Helicopter method. I pull myself about 3,000 feet up from your business so that I can look down because the further up I can look down from a different vantage point, the more that I can see, the more visible your weaknesses and your gaps are. This is what is creating these multiple six and seven figure earners over the years inside of my containers.

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But I will tell you this, at Hell Yes Live, we move quickly. Like I will helicopter you above your business to a different vantage point that you have never been. You will easily see your weaknesses and holes and then you're going to fill them with these bulletproof strategies, processes, blueprints that create these quarter million dollar months that I'm having each month. Like this is what I'm doing too. I'm just bringing you in to show you exactly what I'm doing with my businesses and the thoughts that I'm having and the gaps that I'm filling.

So my students are getting more awareness about their business in two and a half days than most business owners get in one year. You guys, we are only honestly a couple months away from going to the Four Seasons in Miami for Hell Yes Live. Our room block is already sold out, but tickets are still up for purchase.

So if you want to come with me to Miami, Florida, January 14th through the 16th, and you want to create your 2025 plan with me and you want to have the biggest year yet, the most relaxed year yet, the most calm wealth version of yourself that you have ever been, you need to buy your Hell Yes Live tickets immediately. These are \$3,500 for public buyers, but if you are in The Circle, Your ticket is only \$1,888.

So if you're not in The Circle, and you know that you want to be in The Circle, I would go ahead and pop into The Circle so that you can buy your Hell Yes Live ticket for \$1,888. If you are in my Scale to Seven Masterminds, your ticket is included. It is free, and you get to bring a business bestie for free.

So if you've made at least a minimum of \$50,000 in the last 12 months in your top line revenue in your business and you know that you want to be in my mastermind Scale to Seven because you are looking to hit multiple six and seven figures in your company, this is where you want to be.

This is the most no brainer place to be because as soon as you come into the mastermind, you get two free tickets to Hell Yes Live, you get The

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Circle completely included, and you get weekly calls with me. All right, guys, I love you all. I hope you have the best week.

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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