

Ep #182: Free Coaching for Small Business Owners



Full Episode Transcript

With Your Host

Becca Pike

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

Ep #182: Free Coaching for Small Business Owners

What's up, guys. So this might be the craziest idea I've ever had, and this isn't something I've been stewing on. I've been stewing on this for like literally three days. A lot of times when I have a business idea, I stew on it for a really long time before I bring it to the public, but here we are. I'm on one.

I'm bringing it straight to the public. So here's the deal. I have been thinking about the political climate, especially here in my hometown of Lexington, Kentucky, and I want to make Lexington, Kentucky Recession proof. Okay. And it's not that crazy. We can add some wealth into our small business owners and we can create a bubble right here in Lexington to protect our beautiful horse and bourbon country.

And cities have been successful in doing this in the past. I love economics. I love history. I love reading about business in the past and I know that even in the worst recessions and depressions, there were pockets of places in America that were virtually untouched virtually. Now, with that being said, it is because of what they created before the depression happened.

Lexington, Kentucky in particular is my favorite city and that's not for lack of traveling. I fucking love it here. It's like a pocket of fucking progressive art, food and drinks and culture and basketball and horses like you wouldn't believe. Okay. And I want Lexington, Kentucky to be recession proof. And over the last few days, I've been just really thinking about my own role in life in Lexington and how, if I alone can create multiple millions of dollars in payroll, like putting back into the city, into people's pockets every single year. What is the actual butterfly effect of when I am coaching hundreds of owners in Lexington and all of the payroll that they're putting back out into the community, right?

So like I've coached literal hundreds I have put not only millions of my own but multiple multiple multiple millions probably into the eight figures from my students into their payroll into paying their staff members just from me being a coach just for me, being loud with my opinions and showing up and telling people what to do and how to do it.

Ep #182: Free Coaching for Small Business Owners

And my own experience and sitting down with these business owners one on one and bringing people through the door and really helping them grow their business. So I'm like, holy shit, that is a really big impact. So what if I turned it up a notch and I focused on Lexington, Kentucky even more than I already have?

So I started having this idea literally two days ago. It was the weekend. So I waited for Monday to call my assistant and tell her what I want to do. So my business coaching is pretty expensive for most people. However, I wanted to just for the month of November, bring my business coaching to Lexington, Kentucky completely for free for the entire month.

Now what does that actually mean? I'm going to be giving a completely free business coaching channel on telegram for the month of November for Lexington business owners. Completely free. Okay. And this is not me selling you into something. This is not a funnel to get you into anything. This is me knowing that I can help boost our Lexington economy by offering completely free advice to Lexington business owners for a whole month.

Okay. This is a passion project. Now I know I have students all over the globe, and I know that there's, you guys are in Connecticut and France and Portugal and Peru and all over the place. I've got a lot of Canadians and you're like, can I get in on this, on this channel? Here's the deal. You can. I'm not checking IDs at the door.

I'm not looking to see who is from where. Okay, but just so you know, my main focus is on Lexington, Kentucky. But this is going to be a completely free month of business coaching and Q& A. Okay, I'm going to be naming this the Lexington Future Millionaires. And it is going to be held in a private broadcast channel on Telegram.

So the whole thing is going to be audio and you can listen on your own time and you'll get to ask questions in the chat box and receive coaching about your own business. So the first audio is already loaded and it's ready for

Ep #182: Free Coaching for Small Business Owners

you to listen right now. So I'm going to be dropping that audio. Here on the podcast, you're going to be able to listen to the first audio.

And then if you like what you hear and you want to be a part of the group and you want to get all this free business coaching and you want to be a part of the conversation, you absolutely can. You just got to sign up for it. It's completely free. You can contact us at contact@hellyescoachingonline.com and we can go ahead and link the link into the show notes so that you have easy access to that link. All right, guys, this is episode. I have no idea what episode this is. I don't know what episode this is, but I love you guys. 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.

What is up Lexington? Oh my God, I freaking love you and I love this city. So I'm starting this channel for Lexington business owners and here is why. Lately, I have been on one, okay? I'm an obsessive kind of person. I start thinking about something and I can't stop. And if you follow me on Instagram or on Facebook, then you know that I've been talking a lot lately about business owning in Lexington and particularly the economy here in central Kentucky.

I've always been intrigued by history and economy and business, and throughout history there have been pockets of recession-proof areas because of booming small businesses. And you guys, with the way that the world is turning and what's going on in the economy. The importance of us

Ep #182: Free Coaching for Small Business Owners

having successful businesses is unparalleled to anything else. If we want a healthy city and a wealthy city, then we have to be focusing on small business growth, especially during times like recessions and depressions.

Even in the depression in 1929, there were still pockets in America of towns and cities that were virtually unaffected because of the economy that they had already built prior. It pumps me the fuck up when I think about Lexington, Kentucky and the pride that I feel because our small business awareness is through the roof here. It is awesome. It is tough. And we are progressive and we are smart and this is why Lexington, Kentucky is loved by so many people who visit here. We are clean. We are intelligent. We were forward thinking and we support our small businesses.

I'm proud to be from here. I'm proud of our history, our culture, our basketball, our food, our horses, our bourbon, our education system, our parks, and our people. Most of them. Some of them suck. Most of our people. And so I'm bringing us together for all things business in this group, okay?

So here's what you're going to get from being in here. If I'm being direct and to the point, you're going to get million-dollar advice. I've created multiple, multiple, multiple, multiple millions of dollars from scratch repeatedly. I have coached business owners from zilch to multi eight figures. I'm behind hundreds of businesses already right now here in Lexington that are growing at substantial rates. Many of them, you know, and you frequent. And my services are expensive, but for this month, I'm gonna be bringing them to you for free and only you Lexington.

And let me tell you, my advice is potent. It is not broad, it is not bland. It is not necessarily something you can just Google, okay? I get paid well for my advice because of the type of advice that I give. So my best and first piece of advice to you is to take this opportunity seriously because this is a once in a lifetime chance to be able to pick a multi-million dollar brain for free.

So you are in the right place if you are a Lexington, Kentucky business owner, if you're looking to grow your business, if you're looking to scale

Ep #182: Free Coaching for Small Business Owners

your company, employ more people, create wealth without losing your mind. Because here's the truth, true wealth is not manic, it is calm. And business owning can and should be calm and I'm going to show you how to not only make more money for yourself and your staff than you've ever thought possible, I'm also going to show you how to be more free than you have ever been.

So go ahead and pause this audio and send this sign up link to three of your favorite Lexington Kentucky business owners because you guys, the more business owners that we have in here, at the end of the day, the stronger our Lexington small business community can grow. So go do that.

So real quick, who am I? I'm not gonna focus on me this whole time. This is all about you, but if you don't know me or if your friend dragged you into this channel, here's a quick intro. My name is Becca Pike. I am a mom of four because I don't do anything just a little bit, okay? I am a graduate from the University of Kentucky. I am a true wildcat and I have been living here in Lexington since I started couch surfing at the commons when I was 17 years old, okay?

Fast forward in 2018, I was 29 years old and I was on food stamps and government assistance and I was poor, poor, poor. And I have a long history of waitressing and cocktail jobs under my belt here in Lexington. And in 2018, I had zero business knowledge. And when I say zero, I mean zero. I was working at Big Blue Martini downtown next to Rupp, shout out to BBM, working my ass off with blisters on my heels every single night, double shifts around the clock.

And that year I decided I had had enough of the decades long waitressing and I became a massage therapist here in Kentucky, in Lexington at the Lexington Healing Arts Academy. I graduated from that program and I started massaging the public at a chiropractic office over off of Regency Road. Now bear with me because this is an important piece of the story.

So I was working like 7 a.m. to 7 p.m. and mind you at this time, I was pregnant as fuck. I feel like I was pregnant all the time back then. And

Ep #182: Free Coaching for Small Business Owners

when I look back at those years of my life, I was just like always pregnant and always tired. And at the time I was massaging 12 hours a day and on weekends, and I was massaging athletes over at CrossFit Maximus off Palumbo.

And that year, the chiropractor, he started allowing me graciously to use his facility for free on Sundays when he was shut down to massage my friends and family and keep 100% of my earnings. And boy, let me tell you, that was a huge mistake on his end because a beast was born. And I realized very quickly on the very first Sunday that I ever massaged and got to keep all my own earnings, I realized I was making more money in one day than I was making all week when I was working for him at \$17 an hour, okay?

And I started doing the math and I started obsessively doing the math. I was like, okay, wait a minute. If I can massage four people on a Sunday and make \$250, then that means I could make \$250 day every day if I worked for myself and multiply that by six days a week and I'm making more than I do in a month here at this job. And I started staying up at night in my bed just like calculating and thinking of the possibilities and like this beast was being born when I had no idea that I had any love for business, right?

And so I was like, I can't kill myself anymore. I cannot work this hard anymore. Again, I was pulling 12 hour days as a massage therapist. Do you know how physical that job is? You probably don't, but it is. And I was done. And I was like, I cannot miss any more of my kids' bedtimes. I cannot miss out on weekends. I do not want to miss out on holidays anymore. Like I am just done. And I was so ready to be my own boss.

So I started running a little room out of an MMA gym in Nicholasville called Reaction. The owner and I were friends and he was so gracious and he let me start building what is now known as Massage Strong Lexington, the top choice in deep tissue massage and pain relief for athletes, and little did I know how fast it would take off. Within a couple months, I was so booked that I had to hire my first contractor, and then a couple months later, a

Ep #182: Free Coaching for Small Business Owners

second, and then within a year, I had five, and then 12, and then 25. Then I opened a second location in Brandon Crossing, and it just kept growing.

We went through the pandemic. We were pandemic-proof, I feel like, but it was because of what we built and put in place before. Now we see thousands and thousands and thousands of Lexingtonians every single month. A lot of you guys have probably been there. We just signed an NIL agreement with Otago Away and the UK basketball starting lineup. So we have just been grabbing attention of athletes everywhere since we opened and it is just moving quickly. And why is that? Because of branding. But that's another story for another day.

So by 2019 I was getting a lot of inquiries from my friends and family like, hey, how is Massage Strong being built so fast? Like what are you doing? What is happening, and they wanted to take me to coffee and pick my brain, and honestly, I loved it, you guys. I really loved it. I realized that year how much I loved discussing business, and I loved business more than I loved massage, and this was like a huge wakeup call for me. But I couldn't keep giving the free advice, so I founded my second company, an online coaching business company where I help people grow their businesses, which is known today as Hell Yes Coaching, and this is an international brand.

I'm helping out clients all over the world. I've got students in England, New Zealand, Canada, Peru, Denmark, Australia. We have classes and masterminds and teachings for business owners at every price level. And this company is growing exponentially year over year.

Then 2023 came around, I purchased my first company. And let me tell you, this was some big girl shit. Talk about putting on your big girl pants. Acquisitions is a big deal. I got my eye caught on the most beautiful, well-established hot yoga studio in Lexington that has been open for 16 years. And when it came up for sale, I gobbled it up and we bought it last year and it has exponentially grown since we bought it.

Ep #182: Free Coaching for Small Business Owners

It is now late 2024 at the time of this recording and I'm about eight weeks away from our next business purchase, which is a multi seven figure lawn care company in Elizabethtown that I should be able to call ours by February or March of 2025.

So I now have almost a hundred staff members, three large companies, almost four companies with four different locations, almost five different locations and millions of dollars in payroll alone every year just since 2018. Think about this, you guys, 2018 was not that long ago. Where were you? What were you doing in 2018, right?

And yet, with all of this, I work roughly six to ten hours per week. I spend most of my time lifting weights and hanging out with my kids, and I am home every morning for school drop-off, and then I'm home every afternoon for school pickup. And I haven't worked a weekend in years, and I mean it. I haven't worked a weekend in years, and I never work past 5 p.m. ever. And most days it's 3 p.m., honestly, and I don't work at all on Mondays.

So how is this? How is this? Because I build businesses to run without me, because I want to own multiple, multiple, multiple businesses, and because I want to enjoy my life. I actually do enjoy life, right? And so no matter how deep you are in your business or how much you think it can't run without you, let me tell you that this is the main thought that will keep you from making millions and if you can't leave your business for a six-week vacation and come back to it richer, not poorer, then you don't own a business. You manage a business, and I want to get you away from managing your business. I want you to own your business.

And I want to see Lexington become economically bulletproof, and therefore I see it as my duty to help you create a bulletproof amount of money, a bulletproof money-making machine, a bulletproof cushion in your company that produces the highest quality service for your clients while making you healthy, wealthy, and most importantly, free. Free to get fully present again with your families and your hobbies and your friends. What's the point of being rich if you can't enjoy life? And this is what I'm constantly

Ep #182: Free Coaching for Small Business Owners

preaching on, which is money is awesome, but you need to have freedom. You don't have to sacrifice one for the other.

So while my official expertise is business scaling and marketing, I've also lived a thousand lives when it comes to staffing and managing and hiring and brick and mortar versus online and webinars and speaking and teaching and softwares and all of the rest of the business gambit. So, there is no question off limit in this group and I'm going to take some time to explain to you exactly how this is gonna go down and how this is gonna work.

So here we go, listen closely. From now through the month of November, I'm gonna be giving free business coaching in here. So sometimes I will be going off on my own riffs and whatever I wanna talk about and I will make up my own topic sometimes. And then sometimes I'll be answering questions that you guys are dropping in the questions thread. Some days you will hear from me multiple times. Some days you won't hear from me at all. So let me make this clear. This is a passion project for me. I'm doing this for free. And because of that, you will be getting a little bit more of the off of the cuff version of me. I will be going on riffs. I will be a little bit more unfiltered, a little bit more unleashed. I will show up in here sporadically when it fits my schedule, but you will absolutely get everything that you need and more by being in here.

I do not plan to directly sell you into any of my courses. My goal here is to simply give back to my community for free. This is not for me to have a top of funnel to get you funneled into my other services. However, if there is a fitting conversation where you are looking for a more detailed answer and I have a class on that, I'm going to link the class.

As far as Telegram, if you are new to Telegram, this is kind of like a private podcast, but it has more of an interactive interface. So instead of just listening to me like you do on my real podcast on Spotify, you get to actually ask me questions in the comment section and leave me little emojis. And let me tell you too, the more that you drop me emojis and comments and praise and just thank yous and fire and support, the more

Ep #182: Free Coaching for Small Business Owners

that I love this channel, okay? Because I'm human. And the more that I love this channel, the more you're going to get from me. So be my cheerleader and I'm going to be your cheerleader. And I don't want this to be a one-way conversation. I want this to be interactive. I've got your back. You've got my back. You show up. I show up. All right? Sound good.

And the only real rule in here is to be kind and polite in your comments with me, but also with each other. And if you don't agree with what I'm saying or what someone else is saying, I honestly don't give a fuck. And you can either be a grownup and know that it's okay to not agree, and you can stay in here and take what you want and leave the rest, or you can leave the group because I'm not your cup of tea, and that's okay too, and I'm still rooting for you because we're all a unit here in Lexington as business owners, okay.

Also, if you joined this group and you're not in Lexington and you're not in Kentucky, like you're just one of my students from Connecticut or Arizona or France, that's fine. I'm not going to be ID checking that everyone in here is a business owner in Lexington. However, my only focus in this group is Lexington, Kentucky business owners.

So here is what is going to go down. I am going to create a question thread and you will drop questions in that thread only. So you will ask the question about your business and I will give you detailed advice on what to do or at least what I have experience in doing or what I think you should do and what it looks like to me from a third party million dollar view, okay?

Now listen, there's no dumb questions. These can be logistical questions. It can be questions about staffing or employment. It can be any type of strategy or it can be about mindset or fear or frustrations or worries. Nothing is off limits here, okay? I will not be able to answer all questions if it becomes too much, okay? I don't know how big this group is going to get, but I'm gonna do my best and I will pick the ones that I think will be best for the entire group.

Ep #182: Free Coaching for Small Business Owners

So some of you guys I do know will want to stay private and do not want other Lexington folks to see your questions in here, and I get that. However, I would like for you to push past that, be vulnerable, open up, because we are a community of support and your ego is yelling at you if you think people should not know that you are a human running a business, okay? But if you absolutely must, you can send me your questions privately on Instagram at @1beccapike.

Now, I can only answer questions as well as they are asked. If they're asked with no context and they're super broad, then the answer will be super broad and with no context behind it. So here is my format for asking questions in this group. If you ask questions without this format, they will be ignored. You have to use this format to ask the questions. And this format has four steps. And don't worry about memorizing this because I'm gonna write it down right here in the Telegram channel for you, okay?

So the four steps are gonna go like this. The first thing you're gonna do is you're gonna put in your code about you. Your code is what type of business do you own? How many staff members do you have? What is your top line of revenue this year so far? Okay, you have to answer those three things before you ask your question, all right? So you might be like hair salon, four staff members, \$180,000 year to date. That's what you'll type before you ask the question.

Number two, you're gonna ask the question.

Number three, and this is an important one, what you have already tried to do or think you should do to fix this, okay? This is the most important part because simply by giving me a question, I'm gonna answer it however I want. But if you tell me the ideas that you are already having bouncing around in your head and the things that you've already tried, that is gonna save me from giving you advice that you've already tried, right?

So you don't wanna take the time to ask me questions. And then I just give you this great detailed advice of things you've already tried. That would be a waste of your time and mine. So after you ask the question, you need to

Ep #182: Free Coaching for Small Business Owners

give me context on what you think or what you have already tried or what the pros and cons are to this in your mind so that I have context on where your brain is at.

And then final number four is this entire thing needs to be less than three paragraphs. Do not send me a book. I will not read it. Okay, so the first thing you're gonna do, What type of business do you own? How many staff members? What is your top line revenue so far this year? You're gonna ask the question and then you're gonna kind of answer your own question and you're gonna keep it all under three paragraphs.

All right? So it might be like hair salon, four staff members, \$180,000 year to date. And then my question is, hey, I wanna expand and have more booths for my hairstylist, but I'm not sure if I should do booth rentals or if I should ask for a percentage. What do you think? And then it would go into, here's what I wanna do. I wanna do percentages, but here's what I'm worried about. Okay? All right, this is enough front of house. Let's have some fun, guys.

I wanna see you have insanely successful businesses right here in Central Kentucky, and I am fired up thinking about the possibilities. And just remember, no matter what evidence you have built up over the years, your business can absolutely have huge quantum leaps. You can make some tweaks to your messaging, to your offer suite, to the way you show up as a CEO, and it can literally double your business overnight. I see it happen all the time. This is what I call quantum leaps, where you go from one income to a totally different income super quickly to the point that it doesn't even make sense. If you have made \$100,000 each year for the last four years, you can make \$600,000 next year. If you've been stuck at \$600,000 for five years, you can make 3.3 next year.

So simply open your brain to the possibilities and let's have some fun, because a lot of times it's just little tweaks that have to happen in order to create really massive income leaps. Also, if you're looking for more of me, you can find me on my podcast on all platforms at *The Hell Yes Entrepreneur* podcast, and you can find me on Instagram at @1beccapike.

Ep #182: Free Coaching for Small Business Owners

I'm so excited to get started with you guys. So please let the floodgates open, drop your questions in the next thread, the questions thread, or send them to me privately on DM on Instagram, and I will begin answering them. It might take a few days for us to start filling this room up, but I absolutely cannot wait to see who joins and see what questions get brought forward, okay? I love you guys. I love Lexington. Let's do this.

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. See you next week here on *The Hell Yes Entrepreneur* podcast.