

Ep #184: The Beliefs and Habits of a Money Magnet



Full Episode Transcript

With Your Host

Becca Pike

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

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What's up, friends? We have a really great audio for you today. But before we get started, I want to give you a lesson before the lesson. Listen, there are people that are in your industry right now who are just getting started, who are going to blow right past you in success in 2025 if you don't change some things.

You're not making asinine amounts of money because you're still operating like business investments and educations are these big scary monsters. Okay, you're waiting until just the right time to go big until everyone agrees that it's a great idea until. Next year, when you have more time, more money until the investment doesn't feel so scary, whatever it is.

And because of this, there are people in your industry that are way less qualified than you who are going to blow right past you because they're operating out of courage and excitement and a dash of delusion, the best ingredient for success. And I want to have this hard conversation with you because I want to get straight to the point and I want you to be successful every day that you're not making huge moves in your business.

You're normalizing. You're so, so results and you're watching other people gobble up your potential clients. And you know who's gobbling them up? My clients, my students, okay? Every day that you're not hiring your dream mentor, someone else is every day that you're not learning how to scale and brand your business into a passive machine.

Someone else is, and they're probably doing it on a beach. And while you're worried about stepping into my world or it being a big commitment, someone else just. Put it on their card, booked their flights, and they're a few weeks away from clinking glasses with me and with their future self in Miami. And while you're worried that Hell Yes Live Miami is so far away, I have people flying in from across the ocean to attend.

These people have multiple small children at home, jobs, responsibilities, but they are coming anyway, and they are going to absolutely explode their companies with me this year. But here's the thing, this can be you, okay? At

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Hell Yes Live, we turn ordinary business owners into wealth magnets who make money while they're asleep.

It's insane. This is where people come when they're tired of being told that big results take a lot of time. This is the event that you get to taste how sweet your future is, and it tastes like champagne and payment notifications, okay? My events. Make it so glaringly obvious that it's time to stop settling and this might feel scary to you.

Maybe this is what is scary to you that it is going to be glaringly obvious that you have been settling. But this is where you come when you are ready to step into your power and create those 30, 50, 100k months that you've been dreaming about for years. With other coaches in other containers, but you haven't grasped it yet.

This is where you come. If you want to make millionaire CEO money, then you have to step into the energy that matches that money. And your first stop is coming to Hell Yes Live Miami, where you and I are going to spend three days turning you into a gut damn CEO, savage, but the savage only emerges when you have enough courage to walk right into the insanely uncomfortable.

And when you're doing it, even though you're terrified and doing it without feeling like you have the money doing it anyway, doing it, despite doing it, regardless, doing it for you, making it happen, the bigger, the more powerful, the more mature and wealthy version of you is waiting in a reality that is right at your fingertips.

And she's just waiting for you to simply grab it. It is time to purchase your Hell Yes Live tickets. Hell Yes Live is January 14th to the 16th at the Four Seasons Miami. Our welcome dinner and our cocktail reception is the night of the 14th. And then we're going to be in the classroom on the 15th and 16th, and we will complete our time together as a mastermind over the most beautiful candle lit five star dinner of your life.

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This entire intimate event is more than an experience. It is like an awakening to your soul. Okay, Hell Yes Live tickets are 3, 500. If you are a Circle member, it is 1, 888 for you. And if you're coming to the Scale to Seven Mastermind, then your Hell Yes Live ticket is not only free, but you get to bring a business bestie for free as well.

Here are a couple things that people said after Hell Yes Live. Hannah said, I don't know what I was expecting, but it was not this. This is far, far, far beyond any business conference I have ever been to. I hate to even call it a conference. I feel like I have changed on a deep level and forever. Jess said, I had no idea what I was getting myself into and I still can't believe the beast that I have turned into in the last six months after my first time coming to Hell Yes Live.

Nikki said, you just gave me my whole life back here. I am so thankful you exist. I am so thankful you've created something like this and I am just so happy. Tatiana said, I just honestly can't believe you're going to be my business coach for the next 18 months. I can't imagine being with any other coach now.

You guys, we are changing lives at hell. Yes. Live and you are invited to this year. So let's move forward with our audio. I cannot wait to see you purchase your tickets. I cannot wait to see you come in. This is episode number 184. 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,

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your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

Hello, good morning, my friends. We have almost 300 people signed up for this class, and that makes me want to run through a brick fucking wall, okay? I'm so excited at how many business owners are in one place thinking, creating, being inspired to grow their business. I fucking love it. I love it. I love it so much.

Okay, so today I want to go through a couple things. I might drop a couple audios in here today. I'm not sure yet. I have kind of a loose plan for what I want to do with you all today. But the first thing I want to talk about is a couple beliefs that I had to not just work on, like these were beliefs that were already innate to me, but I've had to continue to remind myself of them, okay? These are things that I have to tell myself, remind myself, and keep at the top of mind as I'm on my journey.

Because you guys, I have had a very drastic change in my life in the last several years. Like it wasn't that long ago, and I'm not exaggerating, it was not that long ago. I mean, a few years, six, seven years ago, that I wasn't able to buy my kids winter coats, okay? That I was on food stamps, that I was on the WIC program, that I wasn't able to buy the things that I need.

And now we're looking at \$8.3 million in the last, you know, like for the year. Like what the fuck is happening? It is insane. I have more money, I have more capacity, I have more self-leadership than I've ever had. I've been through a large insane evolution in my life and it all started with my mind, it was not strategy from the get-go. I wanna tell you this right now, there is no strategy that I can tell you that is gonna work for you if you don't have the right mindset.

The mindset has to come first. So like if you came to me and you said, Becca, how do I sell out my webinars? I wanna host a webinar, I wanna have a huge influx of people come in, and then I want it to trickle over to paying clients. I could tell you how to do a webinar. I could tell you how to

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have an awesome one. I could tell you what buttons to push. I could tell you what to say.

But if you don't have the right mindset, if you don't believe that it can work, if you don't have the wherewithal or the drive to make it happen, if you aren't excited about it, if you aren't in love with your product, if you're not in love with your audience, if you think your audience isn't gonna buy from you, if you think it's not gonna work, then it's not gonna work. It won't matter what strategy I give you if your mindset isn't there.

So the mindset has to come before the strategy always. And so huge invitation and a continual reminder to constantly be working on your mind and be working on your physical and mental health and the strategy will lay out in front of you much better, much more easily and be way more efficient once you put it into place. All right, so I have eight beliefs here that I'm gonna go through and I'm gonna talk to you about them.

All right, so belief number one, for every dollar that I have earned over the last five years, there have been 10 times the, oh my God, I just fucked up so bad that my business is going under moments, and 100 times the, oh shit, courage required to achieve this.

Building huge money is not for the faint of heart, and it requires you to not only pick yourself up when you're down, but to do it repeatedly and with a vengeance, and when no one else might be picking you up, and maybe people are mad at you, or maybe you don't know what the hell you're doing. But for every dollar that you earn, there is going to be a lot of ups and downs.

And I think people hear this and they think, yeah, yeah, yeah, yeah, yeah, that sounds great. Like, I'm ready, I wanna grow a business. But then when the first big speed bump happens, they're like, oh my God, I didn't sign up for this. And it's like, yes, you did. So if you really are looking for greatness, if you really are looking to scale to multi-six, multi-seven figures, you have to strap in.

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You are going to have times where people don't, you know, agree with you, or your business is going under, or you think your business is going under, or there's just gonna be lawsuits or like big things that happen, and you have to stay consistently picking yourself up and putting yourself back on the path, okay?

You wouldn't believe how much shit we have been through to get to where we are at this level. And I am very aware, but also I'm sure that I'm not aware in some capacities of the amount of shit that I'm gonna have to get through to get to the next level, okay?

Belief number two, you can and should make the most money that you possibly can, especially if you're a female living in our society and even more so if you are a mother in charge of raising humans.

Now, I wanna talk to you dads as well. If you are in charge of raising humans, but also just being a human, being American, you get to make as much money as you want, and you should make as much money as you want. And if you are the matriarch of your home, your nurturing and your societal responsibility is unmatched, okay? Money is fuel. Money is options. Money is nurture. Money is caring. It is important, imperative that you go after as much money as you possibly can, especially if you're a mother.

Belief number three, people aren't going to like you. Okay. When you start making really insane money, money doesn't change you. Okay. If you're an asshole and you make a lot of money, you're going to be an asshole. If you are a kind, nurturing person with good intentions, then a lot of money is not going to change you, but it is going to change the way people see you.

Okay. So you might be the same person kind and nurturing, but the people that used to call you a friend all of a sudden kind of keep their distance, they don't know how to hang out with you because you've talked about money online or you've shown that you've made money online or whatever happens, but you will trigger things that lay dormant in other humans just by being you.

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Because of your insane grit, because of your insane perseverance, you will trigger things in other people that they haven't healed, okay? And what you stir up in other people is none of your business. Is it sad to lose a friend? Is it sad to have an aunt turn on you even though you haven't changed and you have stayed the same person and the only thing that has changed is that their shit has been stirred up within their body?

Yes, that sucks. But what they say to you is a mirror of themselves, okay? So you, your job is to stay humble and to stay kind and to stay focused. And please, stay out of the conversation. It's not yours to have. It's between them and themselves.

Which brings me to belief number four. At least one person in your family will think you're obsessed with money and material items, and the devil has taken over. When you start growing your business and thinking about top-line revenue and start playing the game and having fun with numbers and thinking about it and creating it and trying to decide how to make more money, there will be people in your family that think the devil has taken over. Let them, it's fine.

When you become successful, they will change their tune and they will probably ask you for money. Surround yourself right now with small intimate circle of like 10 trusted people during your grind years, okay? When you are grinding, have your people. These are the people who matter. These are the people that don't think you're obsessed with money. These are like, for me, this is my husband. This is my husband's side of the family. This is my best friend and her husband and my brother. And like, that's it.

Like, those are my people that don't change their tune about me regardless of my goals. They don't change their tune about me regardless of what I'm going after, right? So everything else is white noise. And when you create this safety bubble in your environment, when you create this safe place that you can relax into and you know that these people have your back, it doesn't matter what the outside world is saying. It doesn't matter what your great aunt is saying. It doesn't matter what your best friend's old husband's

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ex-wife's sister is saying. All of that is white noise, all right? So protect yourself and put yourself in a bubble.

Belief number five, you have got to get the coach, for real. It is the only reason that I have made the money that I have made, because I was taught. I was taught what to do. I was taught how to think. I was taught where to go. I was taught what my next step was. Do your homework to find your person. Spend the money, put it on a credit card, okay? Let your parents freak out a little bit, but go for it. And it works, guys, it works. Do not stop and start. Do not stop and start. Do not quit and come back. Stay the course, find a coach, find a person. Stay involved and get the most out of it that you possibly can.

The most successful are always the ones who were the most courageous before they had anything, okay? The most successful people aren't the ones that were like, I was scared and so I waited. I didn't know if it was worth it, so I waited. I wanted a coach for five years, but I waited.

No, the most successful people were like, I had no idea what was gonna come out of it, but I did it anyway. I put it on the card, I went for it. I leaned all the way in. I went as hard as I possibly could. I had no idea if it was gonna be worth it, and it was.

Belief number six, you have to choose your hard. Guys, you have to choose your hard. Building a business is hard, but you know what's harder, being broke. Working out, hard. I hate it every time.

You know, I've been working out for like 25 fucking years and I'm surrounded by all these people that are like, I love working out. I go to the gym, it's my happy place, I love it. I hate it, I hate working out. It sucks, it hurts, it hurts my body, okay? Do you know how much it sucks to squat really heavy weight? I hate it. But you know what I hate way more? High body fat. High body fat is hard. It is hard to get out of bed, it is hard to live your life, it is hard to have energy. It is hard to be motivated.

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It is hard to think straight. You got brain fog. Having high body fat is way harder than squats. Choose your hard. Investing in a coach is hard, but you know what? It's harder, being stuck at the same revenue, no matter how hard you work, is way harder. That is way harder. Feeling stuck, feeling, oh my God, how I thought last year was gonna be my year. I thought this year was gonna be my year. I think next year is gonna be my year. When is it gonna be your year is when you lean all the way in. Get the coach, find the coach.

This is not an ad to hire me. That you likely cannot afford my prices, but go find another coach. If you can't afford my prices, that's great. But this is not an ad for me. This is a conversation with you that coaching will change your absolute life, okay? So I cannot say it enough, invest in mentorship. Stop looking for loopholes. Stop trying to get rich off of free podcasts or buying cheaper, less experienced coaches that you know aren't gonna work, that you know that they're not the people you wanna work with.

Put on your big girl pants, your big boy pants, put the money down and invest in your business. And not only invest in your business with coaching, invest in your business with the things that it needs. It needs SEO, it needs ads, not all of them need ads. Obviously there's duality to this, but your business needs things. It needs specific things. So that is up to you to get out of the way and get your own fears out of the way and get your own mindset out of the way so that your business can have the things that it needs.

And last but not least, you should paint your nails red because it makes you way more powerful. I don't know why I didn't make this up. It just works. I don't know, when your nails are red, shit happens. All right, love you guys.

All right, you're getting double Becca today, double audios, but I couldn't pass this up. So just for backstory right now, I'm currently hosting a class called Your Biggest Black Friday Yet. So it's in another Telegram channel. And the way that I host my classes is I drop a bunch of audios that are trainings around a certain topic. So right now it's all about how to have a huge-ass Black Friday, right? So like into the chat box though, I offer

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people to ask questions and then we hold live Zoom Q and A's. And inside the chat box, there was this one question and I'm bringing it over here to you guys now because I think that this is such an important topic and it's one for the books.

So I was asked in the chat box, point blank, how in the hell do you keep up with all of this energy and hype? Okay, and that was it. It wasn't even about Black Friday. This woman was just like, I get it. I see what she sees, okay? It looks like I have a ton of energy and hype. You see me every day, you know, filling up your inbox with emails. I'm on reels, I'm on stories. I'm currently launching a mastermind, putting together a live event, hosting this Black Friday class, running my membership, coaching my clients one-on-one, hosting this free audio program. And I know that it looks like I'm running off of some fictional energy source of the gods, right?

But here is what I want to tell you, and I really want you to listen. And I teach everything with analogies and metaphors, so here we go. I want you to imagine this scenario. I want you to imagine that you are working as an accountant at a business.

Like you don't own the business, you have a boss, and you have coworkers, and you're working the typical nine to five with the normal American commute, because you're in a normal American office, right? You're just nine to five. You clock in, you clock out, but you do the best you can, right? Like not because you're gonna get paid more, but because you simply, you're the type of person that wants to do the best that you can, right? So every day you send the invoices to the right people and you double check that your spreadsheets don't have errors and you reply to your emails and you create standard operating procedures for the company like you're supposed to, like you're pushing paper, right?

And you take your lunch break when you're supposed to every day and you come back and you reply to emails again and you send out more invoices and you receive payments. And all in all, you're just doing your thing and you're trying to have a good attitude with your coworkers and you try to be an upbeat human because you just wanna be an upbeat human and you

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want it to be easy for people to be around you. It's pretty cut and dry, right? You're just doing your nine to five thing.

Now imagine that someone walks up to you and is like, how do you have so much energy every single day? How do you do this? Like you're always doing exactly what you're supposed to be doing. You show up every single day, you reply to all of your emails, you send all the invoices that it requires to do your job.

Right? You'd be like, what, what? And this is how I feel with this question because I could give you some bullshit answer. I could be like, I have so much energy because I love and I'm so passionate about every single thing that I do, everything that I do. It requires all my time, so much time, and I love it. But that's not true. I don't love it a lot of times.

And the truth is I don't feel energetic. And a lot of days I'm tired. I'm a mom of four, remember? Do you remember that I'm a mom of four? And we have literally over a hundred staff members and like four different companies to oversee and four animals, one of them is a puppy, okay, not energetic.

But here's the thing, too many business owners think owning their business is simply showing up at the level that it requires to not go under. So like the accountant who I just described, who's, you know, sending the invoices and receiving the payments and checking their e-mail, this is me. I wake up, I sell on social media. I sell on e-mail. I sell on Facebook, I sell face-to-face, I work with my clients, I try to help the community, I try to do the things, I do the things and I do the things and I do the things. It's just different things than if I was an accountant, but it's still just the things that I do, right? And I try to have a good attitude and I try to be someone that's easy to get along with. I'm not always. I just try my best, right?

But here's the thing, too many business owners think that owning their business is simply showing up at the level it requires to not go under, right? Some of you guys know that you should be selling every day. You know that you should be writing emails. You know that you should be on social media every day. You know that you should be doing as much as you

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possibly can, or you could be doing a lot more, but because you work for yourself, you're like, eh, right?

Some of you guys are showing up not to be the best, but simply to survive, to keep the doors open. Some of you are showing up just to not look bad, to look like it's going okay, to look like your business is still open. You're not striving in a competitive way with yourself in a gamified way. And I say gamified because it's fun, right?

When you look at really successful people, they're usually gamifying their results. They want to have a bigger year than last year because it's fun. They want to have a bigger year, a month than last month because it's like a game. It's like a Nintendo game. It's fun. What can I do? How can I be better? Like how can I create more? What does this seem like? Like how can I do this? You could be showing up to win.

Business owners everywhere show up less for themselves than they would if they were working for someone else at an office space nine to five. They clock in less hours, they send less emails, and they create less traction. And those same people could be given an employer and all of a sudden they're in a pantsuit with a briefcase and a thousand ideas on how to climb the ladder.

But they're giving their own company and they're like, um, I hope this works. I'm going to charge really little so that no one can say they're mad if they don't like it. I don't know if I can, so I'm going to just kind of try. What are people going to think of me if I actually go for it, if I actually show up? I'm going to send out emails, but they got to be perfect, like really perfect.

And I don't want to bother people, so I'm just going to do it once a week maybe, maybe, once a month maybe. And I'll only post on social media if it's super beautiful and is really safe and is politically correct and makes sense to everyone and everyone feels good and safe in my world. And I'm going to spend five days thinking about a brilliant idea, and then I'm going to throw it in the trash and tell myself it's not going to work, right? But then

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they work for an employer, all of a sudden they've got a thousand ideas, they know exactly what to do.

So this isn't about my energy. This is about me showing up and doing the things that it requires to run a company of the size of company that I want to run. Not doing the bare minimum and hoping. And this is a choice. I want you to think about really successful people. I want you to think about someone that you think magnetizes money and always seems to be successful, always seems to be doing really well. That person has the same hours in the day.

And it is hard to really grasp this and understand this. That this is a hard, difficult conversation. This is a pretty simple to the point conversation. But I don't think people actually get this until they become successful. But those successful people, they have the same hours in the day as you. They have the same access to their brain. They deal with the same hormonal struggles, the raising the kids struggles, the marital struggles, the health struggles, right?

But successful people show up with insane self-leadership out of waking up each day and choosing not to give in to the voices that say, it's fine if you, you know, if you don't go to work today, even though you really need more clients, you need more money, your business needs help. Your business could go under, but you know what? Like just take the day off, just relax, just relax. You know what I mean?

And again, I've said this in the past audios, I'm all for mental health days, but how many mental health days do you really need? You don't need as many. You don't need, they definitely can't be a cop-out when you're building something bigger than you, when you're building something that is going to help the economy, when you're building something is gonna give people jobs.

You no longer show up based on how you feel. You show up based on what your clients need and what your staff needs because you're putting money on the table for your staff. And they need money on the table. They

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need food on the table for their kids. So who the fuck cares how you feel? You need to get up and you need to work.

So this brings me to a deeper issue. Too many people look at others who seem like money magnets and think that they have something special. They have so much energy that I don't. They have so much drive that I don't. They have success that is that's what gives them the upper hand. Like if I had that much success I would have that much energy too.

If I was Becca and I was able to make as much money as she has and I had a hundred staff members and I was making you know three hundred thousand dollars a month, then I would be able to show up with that much energy, too. No. No. I've had this much energy when it was crickets. I had this much energy when no one was listening. I had this much energy when I would put out bids to help coach people and no one would take me up on my offer because no one believed in what I talked about.

You know, when people were like, what does this girl think she's doing telling people she can grow a business? Who is this girl to think that she can build a massage studio this big in Kentucky, right? So like I've had this energy since it was crickets, but not because it's some innate fictional source of energy that I pull from. It's because I choose every day to show up.

People who look like money magnets, the people who you know are insanely successful, they choose every day to show up when it's hard, when it's rainy, when they're tired. How you do things is how you do everything. How you do the little things is how you do the big things.

So what does this mean for you today? Ask yourself, what energy level are you showing up with in growing your business? Maybe your energy levels have already shifted since you've been in this class with me. And that's great. And it's time to ask, how do you get more of what lights you up? How do you stay lit up? What audios do you need to listen to? What podcasts do you need to listen to? What classes do you need to sign up for? Where do

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you need to put yourself? Who do you need to surround yourself with? How do you keep yourself accountable?

This is what we do in my world. You see all these testimonials that I'm always throwing out online of people 3x-ing, 4x-ing, 10x-ing their income when they work with me, right? But it's not magic. It's not witchcraft. It's not like I have crazy, insane answers that no one else on the planet has. That's not true. There's people that are working at my level that have the same type of answers that I have. My guess is the answers that I have are different than if someone came to me that has only made \$100,000 in a year, right?

I have strategic answers that they don't have. However, it's not magical. It is me doing exactly what I'm doing in here with you all on a personal level with my clients, which is carving out their self-leadership, carving away the excuses, showing them how powerful they actually are, right? When you get the right leader in your corner, you're fucking unstoppable. And when you're unstoppable, showing up with what looks like infinite energy is just a byproduct.

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.