

Ep #185: Strategies for Hiring Without a Full Client Schedule



Full Episode Transcript

With Your Host

Becca Pike

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

Ep #185: Strategies for Hiring Without a Full Client Schedule

Hi, you little Thanksgiving turkeys. I hope you guys are gearing up for the best freaking Thanksgiving of your life. Listen, I never used to be into Thanksgiving. We had a very small family. So we didn't have any family around. It was just me, my mom and my dad and my brother. We didn't have aunts and uncles nearby.

We didn't have grandparents nearby. And so Thanksgiving would come around and all my friends would be like, What are you doing for Thanksgiving? You know, they were like going out of town, having these big things. I didn't get that life. We just sat the four of us at our dinner table and mom cooked a turkey and it was just a very normal day.

And I thought, what is all the fuss about Thanksgiving? And then I married my husband. Okay, my husband has one of those families that is so fucking big that he had to draw me pictures. He had to draw me like a graph when I met him, when I was going to meet his family to show me. Who is who? He's like, okay, this is Josh.

Josh is married to Jamie. They have these kids Hudson, Archer, Stella, Lennox. This is my stepsister, Martina. She's married to Trevor. They have one son named Sage. They got another son on the way. All right, this is Kristen. This is Daniel. Here's Zeke and Tirza and Lucy and oh my god, and then he's like, this is my step mom.

This is my step grandma. This is my step grandma, ex grandma. These are all people that are gonna be there. All right. Now let's move over to my step mom's side. These people are gonna be there too, and it was just so anytime that we have a Thanksgiving, especially, I mean, honestly, it's not even Thanksgiving.

It's a random Sunday. If everyone's in the same house, there's like 40 people and Thanksgivings though, especially are an extremely big deal in the pike household. And so this is going to be my 13th Thanksgiving with them. And I always wished and dreamed for these huge families, these big families. Big ass, chaotic, loud families and you guys, this is one of the

Ep #185: Strategies for Hiring Without a Full Client Schedule

reasons that I actually believe in manifestation because I just stepped into the most.

Loud, crazy, chaotic family that is so full of love and so full of joy and so full of festivities and like the food there is insane and we go all day long. I'm talking, we show up at 10 a. m. at my husband's parents house and they live out on a lake house out on a farm. It's like a 300 acre farm overlooking the lake in this beautiful, beautiful place.

Beautiful house. We show up and there's just massive food displayed, tons of cocktails, tons of drinks. Everyone's playing games all day from 10 a. m. until we finally drag our asses home at like 11 p. m. and Thanksgiving just has a brand new meaning for me and I freaking love it and I hope that you get a little glimpse of Thanksgiving magic and I hope that you eat turkey until your pants explode.

But pants explode like in a good way, like you're bloated, not pants explode in a bad way. Cause you know, you don't want your pants to explode in a bad way. Anyway, today's going to be an awesome episode. I'm literally talking into my phone and I'm talking to a group of business owners and I'm going to drop that audio here, but I'm extremely out of breath.

I'm walking my dog while I'm doing my audio. So just bear with me. I'm going to be breathing like a fucking Banshee into the phone. I'm going to be talking to you, but the stuff that I drop is really gold and it's, it's meant for you to hear. And so. If you've landed on this podcast, you are meant to hear this episode and last reminder, you guys, it is coming to the absolute deadline of coming into the Scale to Seven Mastermind.

If you are looking to scale to seven figures and you have already made over 50, 000 in the last year, you qualify for my Scale to Seven Mastermind and guys, if you need any. Any testimonials, any like just evidence that this shit works, go anywhere on my website, anywhere on my Instagram, and just see what people are saying.

Ep #185: Strategies for Hiring Without a Full Client Schedule

People are coming in making 5, a month and leaving making 40, a month. People are coming in working 60 hours a week and leaving working 15 hours a week. People are coming in with two staff members and leaving with 14 staff members. Okay, people are coming in and they love it so much that they're signing up for the next round and the next round.

They're coming in and instead of doing six months, they're like, I'm in for 12. I'm in for 18. This mastermind is absolutely insane. It is the reason that my name has been put on the map. It is the reason that I get to experience, experience and celebrate so many people's massive, massive results. And my heart is forever inside of this mastermind.

So if you want to be inside of a really fucking good mastermind with really excelling people going towards that seven figure mark, you do not want to miss this deadline. Deadline is on December 1. It is also the exact same deadline for Hell Yes Live. So if you want to come to Hell Yes Live in Miami, you're going to want to join before the deadline.

For December 1, if you're in the Scale to Seven Mastermind, you get a Hell Yes Live ticket for free bitches. So what are you even doing? Obviously that's the one you want to do. If you're in the circle, if you're in my membership, your hell yes, live ticket is discounted to 1, 888. So there's just a shit ton of fun things happening in my world.

And it's all coming to a head on December 1. So if you're listening to this, you best be moving on it. I cannot wait to see you in Miami. I cannot wait to light it up in there. You guys are going to leave a totally different savage ass CEO. All right. This is episode number 185. I am your host, Becca Pike, and it is time for your weekly dose of hell yes, coaching, let's go.

Hello, my beautiful friends. I hope you guys are enjoying the holidays. This episode is being released on Christmas, but of course I am hunkering down with my family. And so today I'm going to offer you guys a replay, one of the episodes that has performed really well on this podcast. And so I hope you

Ep #185: Strategies for Hiring Without a Full Client Schedule

guys enjoy, and I hope you guys have the absolute best Christmas and holiday season. I love you guys. Thank you.

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.

Okay, this is my third time trying to record this. The first time I recorded the most beautiful 14 minute audio. So insightful, so wise, so charming. And then I somehow deleted it. And then I gathered all my tears and decided I was gonna try again. And I got like four minutes in, I'm out on a walk, and my dog took a big old poop. And then I was just standing there trying to decide, Am I gonna stop this recording and pick up this poop? Or am I going to like stop the recording and end it and then come back? Anyway, I ended it.

I hate putting effort into something and throwing it away, which honestly is literally half of my job as an entrepreneur. Okay, anyway, I am out walking my dog today and I had a private one-to-one client today and I wanted to bring it to your all's attention because she asked a question that I get asked all of the time, and it is so imperative to your success.

So she bought a 30-day intensive with me. She's a CFO. She bought a 30-day intensive, which basically just means that for 30 days, we work as hard as we can on her business, and we just create the best possible scenario that we can create and move the needle as far as we can in those

Ep #185: Strategies for Hiring Without a Full Client Schedule

30 days. And usually in 30 days, I can get a business in a totally different place than it was when we started.

So came in, She's a CFO, she's obviously super intelligent, and her CFO company is doing like \$550,000 a year, and her goal for 2025 is \$750,000 to \$800,000. Which honestly, if I'm being frank and I told her this, she just has some tweaks. Like little minor tweaks. Once you get past the first hundred thousand, it is so much easier to make the second hundred thousand. I think the first hundred thousand is the hardest, and I think the first million is the hardest of the millions. After you know how to make a hundred thousand, you know how to make \$200,000. Once you know how to make a million, you know how to make \$2 million. You know what I mean?

So like getting her from \$500,000 to what she wants to be, which is \$750,000 or \$800,000, little minor tweaks. So in the first like seven minutes of our conversation, I can see bottlenecks. I can see where there have been bottlenecks, where she is slowing the process of her business. And I don't want to stay long on here, but guys, you all have bottlenecks.

And the funny thing about the universe is, the universe, God keeps you blind to them. You can't see them because it's part of your growth. So you don't know they're there and you're just sitting in your story and you're like, I swear this is not my fault. Like I don't know why, I just don't know why it's not happening. It's your fault. It's always your fault. You just can't see it.

So one of the first things that we talked about was the bottleneck of her hiring system. She had a lot of stories about I can't hire people right out of school. And I can't hire people right out of corporate and she was taking all this baggage that she had from the past and she was putting it on other people and deciding that nobody that is right out of corporate or nobody that's right out of school is gonna be a good fit for her. And it's total bottleneck, total bottleneck. But she was super coachable, super receptive, super cute. She was the best. And we got past that bottleneck really quick.

Ep #185: Strategies for Hiring Without a Full Client Schedule

So it brought us to the next thing and this is the number one question that I get asked. Especially from service based business owners. So if you are a service based business owner and the way that you scale is by having service providers under you then this is for you.

So this is like you're a CFO or you're an accountant and you have accountants under you seeing clients or you're a personal trainer and you have trainers under you seeing clients. You are a coach and you have coaches under you seeing clients. This is for you.

So she was like, I want to expand my business. I need more staff. I need at least one more CFO, but how do I bring on a CFO if I can't fill their schedule?

Like nobody's going to want to come work for me if I have no clients for them, or if they want 20 hours a week, but I can't provide that. Okay, I get asked this all the time. Let's break it down as far as we can. So number one, you never lie. You never lie. And vulnerability and honesty is always going to get you really far, but at the same time you have to be confident enough that somebody wants to work for you and sees a future that is bright with your company.

So what do I mean by honesty and vulnerability? Like the first 10 to 15 massage therapists that I hired, I told them straight out the gate, okay you want to come on for 15 hours a week, 20 hours a week, that sounds great. I want to bring you on for 20 hours a week. Here's the deal, as of right now this company is growing. It is getting bigger all of the time. We have more clients this month than we had last month. We have more clients this year than we had last year. It is always growing.

But I also don't want to promise you 20 clients a week because I just don't know what's going to happen. But here's what I know that I can promise. If you can give me like 90 days, just give me 90 days. You come on and just be patient with me for 90 days. I can promise you that my entire being is gonna be engulfed in getting you clients. I am going to work for it. I am

Ep #185: Strategies for Hiring Without a Full Client Schedule

going to email for it. I am going to post for it. I am going to get referral bonuses for it. I am going to work for you. I am going to make this as seamless as possible.

So if you come on with me, I can't promise you 20 clients a week, but I can promise you, number one, that this company is growing very quickly. I don't see a reason that you wouldn't have 20 clients a week by the end of the month, but just in case, I wanna go ahead and get word from you that you could be patient with me for 90 days and we can see where we're at. And in 90 days, if you don't like it, if you're not getting enough clients, no hard feelings and we'll go from there. Two things happen.

So number one, people are always super appreciative of this honesty and vulnerability, like super appreciative. Because when you're trying to be professional and have on this professional mask and this professional hat and you're like, yes, I'm hiring full time and you can come on and we will provide you clients. Like, first of all, if you can't provide clients, don't say that. Because then what's going to happen is a ton of pressure. They might quit their day job to come work for you. And now you can't sleep at night because you promised them a bunch of clients and you don't have them and you're freaking out and they're thinking that you are going to provide all these clients when in reality you're not going to.

Whereas if you had just had this conversation before then every client would be like a gift. Every client would be like, oh my god, she did it. She got a client. She got me a client. Oh, she got me another client. Oh that she got me another client. But if they expect 20 clients a week from the beginning, and you told them that, then for every client that isn't 20, if you get them one, then they're gonna be thinking about the 19 that you didn't get. You see what I'm saying?

So expectations are everything, everything, everything, everything. And then at the 90-day mark, now this has never happened to me because you guys know, like when you make a promise to someone, like you got to keep

Ep #185: Strategies for Hiring Without a Full Client Schedule

it. And so I've never been to the 90-day mark and not given them as many clients as I told them I would.

However, if you did hypothetically get to that 90 days, then you could easily be like, okay, I did the best that I could. It didn't work out, I'm so sorry. And because you had that first initial conversation, it's like no hard feelings. But if you hadn't had that first initial vulnerable, honest conversation, then they would be pissed and would not wanna work for you or would tell people not to work for you because you made some promise that you couldn't keep. You get what I'm saying?

So, number one, you have to be honest and vulnerable, but, and here is a big but, just the biggest but you could ever imagine. Here's the big but.

Staff members who are interviewing with you, they have to be able to see that your company is big enough for them to fit in. So they have to trust that there's room to grow. If they are interviewing for a job, if you're interviewing for a job and the boss and the whole company feels like a dead end or feels like it's halfway to going under, you wouldn't want to interview there. You would be like, nope, like obviously not gonna do that. This place has a dead end. It's not going anywhere.

So it's on you as the owner. Like You have to sell clients, but you also have to sell staff on working with you. You have to sell everything. Everything in your life is a sale. You have to sell people on working with you. Now this should never be a lie, but it should always be detailed in a truthful manner that makes them confident in working for you.

So like, again, I said this earlier, but just simply saying, hey, my business is growing all of the time. Like, I'm really surprised by it. It's killing it. Like we are going places. We have clients coming in all of the time. Like this number is up, and this number is up, and this number is up. And so while I can't promise you twenty clients in a week, I can promise you that we're growing and as soon as you sign on, you know, the next few clients that come in, they're yours. Right?

Ep #185: Strategies for Hiring Without a Full Client Schedule

And so you want to be confident enough that people want to work for you while being humble enough that people can give you grace and understand that you are working to build out their schedule.

I have had staff members in the past who have come on and been like, okay, this is exciting. I've got, you know, thirty days, sixty days. She's gonna try to build out my schedule. And they're patient and they're calm and they know that I'm working for it and I'm trying and they haven't quit their job. It's not like a ton of pressure on me to get them clients. It's just a relaxed relationship where they're waiting for clients. And guess what happens? Thirty days, less than thirty days, three weeks, they're booked to the max, right? But they were expecting to be patient. And that's what's important.

And when you are selling people to work for you, I've had business owners that have come to me and said, I can't get people to work for me. I don't know what it is. I put out my Indeed ads, and it's that they aren't showing that there is a future in their company. And so while they are nailing the whole, like, hey, I don't have enough spots for you right now, but I will, like, they're also forgetting the other piece of confidence.

So their invitation to work at their place is almost like an apology. It's like, hey, do you want to work here? Like, I'm not going to say anything about how good we're doing because I haven't thought about that, but I just hope that you work here and I hope that I can get you clients and I don't know, let me know. You know, I've had people show me their Indeed ads and there's no confidence in it, there's no excitement in it.

So no matter where your business is, if you are bringing on new contractors or new staff members, you don't want to bottleneck yourself with all of these ideas of what your business needs to be or who can work for you. You don't know who can work for you yet. Until you have hired 50 people, you have no pattern recognition to know who makes a good fit.

I used to say that no one could work for me that was straight out of massage school. And then after a lot of time, I realized that the ones that

Ep #185: Strategies for Hiring Without a Full Client Schedule

were right out of massage school were the best ones. And I wasted a ton of time cock blocking myself.

Second thing is, I want you to, when you're thinking about the people that are going to work for you, you need to show confidence in them coming into your business and that they can grow in your business.

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.