

Ep #188: Straightforward Tips to Acquire More Clients



Full Episode Transcript

With Your Host

Becca Pike

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

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Welcome to Episode 188. 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.

In this audio, I'm going to be talking to you guys about client acquisition. We had several people asking about how to just increase the amount of people in their doors. So I'm just going to umbrella client acquisitions in this audio, and then I will go back into more detailed questions along the way.

But I just want to have a conversation with you guys about acquiring clients, and you're probably not going to like it. I want you to really put your big boy and big girl pants on with this conversation because I don't want to be the person that's like, it'll work. Like, it's fine. Just keep going. Just keep going.

I don't think that you should keep going if it's not working, and we need to get directly to the point. So if you're not acquiring the amount of clients that you want to acquire, there's only two possible scenarios that have gone wrong. It is either the volume at which you're selling, like how often you are selling is not enough. It does not match what you're shooting for, or it's the quality of your selling. That is it. Period. Nothing else. Nope. Not that. Nothing else. Whatever you're thinking, that's not it.

It's either the volume of your selling or it's the quality of your selling. Okay? If your clients aren't buying, it's because let's go volume first here. They just don't know that you're selling something. You might be thinking about your

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business a lot. You might be thinking about your service a lot. You might feel like people know because you've talked about it here and there, but they don't know. They don't actually know.

Even to this day, you guys, I'm the loudest person I know on social media. I am posting every day, all of the time for years and years and years that I'm a business coach. All the time I will run into old friends and they don't know what I do for work, and that's okay. Why would they? It's not their responsibility to know what I do for work, but it also is very mind opening that people just don't know unless you are consistently talking about it and telling them about it, right?

So either they don't know because you're not selling enough volume wise, or they're not inspired to buy because you're not being inspiring. Okay? If they're not inspired to buy, it's because you're not inspiring them. Okay?

So let's backtrack. What do I mean when I even say that you need to be selling a lot? This is specifically you telling your audience to buy from you, showing them where to buy, giving them the price, pointing them to sign up and saying hey, buy here while you're simultaneously being inspiring for them to buy from you.

So this is what selling is not. This is where a lot of people get confused. Selling is not just talking about your service because people will think it's a hobby. So like if I'm a fitness coach, and I want more fitness clients, and I show up online talking about fitness, and I'm like this is how much protein you need. This is how much you need to be working out. This is what it looks like to do supersets in the gym. This is exactly what you're working. Here's all the stats on sauna. I just talk about my passion.

People are going to think wow, that girl is so passionate. She is so passionate. You know what they're going to do? They're going to like it. They're going to heart it. They're going to leave a comment, go girl looking great. But here's what we don't want. We don't want that shit. We don't want people liking our things and not buying from us. We don't want the

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support of like a distant aunt that's proud of you. Right? We want people that want to buy from you.

So it's missing the selling. All these people are watching you and they're like man, this girl talks a lot about fitness. This girl talks a lot about mediumship. This girl talks a lot about business. But without the selling piece, they don't know that they can buy from you. So you have to follow it up with, I'm running a class. It starts on January 11th. This is where you buy. Buy your ticket now. You're crazy if you don't buy your ticket. Click this link, blah, blah, blah, blah, blah. Right?

So talking about your service is not selling. How many of you guys in here are like oh shit, I've been not selling for a really long time? You have to actually point people to it and have a CTA and actually sell to people. You're probably selling, if I'm going to be honest, we're talking volume right now. What you think is enough with selling is about 1% of what is actually enough. You're doing 1%. Okay.

I've coached hundreds of people, and what happens is I see people selling at a certain level. Maybe it's just word of mouth. Okay. Just word of mouth. Or maybe they're doing like one post a week on Facebook, and it gets them some clients, right? But then they want to go to that next level. They want to double their income, but they don't double their marketing strategy. They just double the idea of what they want to hit, but they don't actually change anything with the marketing strategy.

If you want to double your income this year, then selling is your first priority. That's it. You need to get rid of any bullshit thoughts that you have about being too pushy or too much or too whatever. Whatever it was that you were trained to believe about selling and instead decide you're going to sell because this is your livelihood, and you get to choose.

Do I want to make people feel comfortable online, or do I want to choose a future for my kids and my grandkids that is stable because I was willing to show up and get over my shit when it came to selling? I didn't care if other people felt uncomfortable because I decided to show up and sell,

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right? Which one do you want? I choose my grandkids' security all day long.

So if you want to double your income this year, selling has to be your top priority, and it has to match your goal. You can't have a \$300,000 goal, and your marketing strategy equals what made you 50K. You see what I'm saying? You can't have a goal of 1 million, but you're only posting on social media one time a week.

You can't have a goal of 1 million, and your marketing strategy is word of mouth, and that's it. Word of mouth is great, but it's not going to get you to a million unless you're a fucking saint, unless you are some sort of crazy one in a million person that people are flocking to and waiting outside your door. As my grandpa used to say, you can't be a nickel out here looking for a dime. Okay. He never said that.

But there's too much discrepancy in what you want and the way that you're marketing. Okay. So like really get clear with yourself and have a heart to heart moment with yourself. What am I actually doing? Am I actually selling all the time, or am I just thinking about selling all the time? Am I actually showing up all the time or am I just thinking about showing up all the time?

I wish you guys could see the amount of effort that goes into selling on our end. It is my number one job, just like it's your number one job, right? I have emails going out every single day. I've got a podcast every single week. I do multiple posts a day, multiple reels a day, multiple stories a day. I'm not saying that this is what you need to be doing. I'm reaching for a much bigger goal. I'm looking into the 10 millions, right?

But it matches. Like I have to become the 10 million version of myself and start from there. For you, if you're at a 100K or you're stuck at a 100K, and you want to have a 600K, you got to start marketing at the level of someone at 600K. If you don't want it to be you doing it, if you don't want to be the person that's constantly posting and constantly writing emails. For me, I love it. I think it's fun. But if you don't want to be, then you need to pay someone to do it. That's it. That's the only way around it.

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So like I have people all the time, they come to me and they're like how do I get more clients? I don't want to sell that much. I'm like, that's fine. If you don't want to sell that much, you don't have to be tied to your business, but you need to pay someone to do it. So you need to be paying for SEO or Google ads, Meta ads, any of that shit.

You need to be paying for it so somebody else is doing it. Because you're not going to grow a massive business unless someone is marketing. If you want to save money, then it needs to be you. If you don't want to save money and you just want to save time, then it needs to be someone else, period. So that's volume of selling.

Then when it comes to the selling quality, if you're selling often, but it's crickets, it's not inspiring enough. If you're making posts and you're getting likes and hearts from your inner circle, your aunt, your uncle, your mom, your dad, your friends, you're getting all the heart emojis, but you're not getting insane blow the door down sales, it's not inspiring enough. Okay. Sales are inspiration, and that's it. That's all. Sales are inspiration.

You're inspiring in other ways. You inspire your husband to go to the Mexican restaurant every third fucking day. Don't tell me you're not inspiring. You are super inspiring. You inspire your kids to go play hide and seek and then you never go find them. You bad parent. What are you doing? You inspire things all the time.

Okay. So sales are inspiration and that is it.

so when you are watching TV late at night and you see the Domino's commercial come on, and you immediately call Domino's in order to order a pizza, it's because you were inspired. Their commercial was inspiring. Like it was good. Their pizza looked good, right? They have that long stringy cheese, which isn't actually cheese. It's like glue for the commercials, right? Like I've never been more attracted to glue in my life, but like every time I'm like I want that pizza. But if their commercial was shitty and their pizza looked shitty, it wouldn't matter how many times they run that ad. You wouldn't be inspired to buy it.

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So there's the duality here. There's that word again, but like there's a duality here of figuring out, am I being inspiring enough and am I showing up enough, or do I need to drastically crank up the volume on both of these?

So some of you are out here wanting \$30,000 months, \$50,000 months, \$100,000 months, but you've never actually taken a class on messaging. You've never actually learned copywriting. You don't know how to write an email that's inspiring. You don't know what problem awareness content is. You don't know what a hook is or how to create an email that makes people obsessed with buying from you. This isn't a huge, massive change.

I mean, a lot of times this is tweaks, right? Like I have years under my belt of tweaking and tweaking and tweaking and tweaking. Now I can write content. I can send out an email and make thousands of dollars. You can do this too, but you have to go and you have to learn. You can't just sit on your hands and hope that word of mouth just starts spreading at some point. Okay.

So I have entire classes on marketing strategy, but so do other people. There are business coaches everywhere who really know what the fuck they're talking about. So go learn, go show up at the level of income that you want and start investing in your business and finding people that can help you and learn messaging and learn sales and like really learn about this because it is truly an investment. It will come back to you in tenfold when you start being able to sell really well.

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.

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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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